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E. R. ALLURED  
Publisher  
A. ADAMS LUND,  
Editor  
Circulation Manager: Prudence M. Walker  
Art Director—R. Wilson Wilmer

×

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| Robert Whymper | Orville H. Kneen | A. D. Bullerjahn |

×

### English Representative:

L. M. Weybridge, Members Mansions,  
28 Victoria St., London, S. W. 1.

## His Soul Goes Marching On

PERMIT us to assuage the anxiety of the millions (or whatever there are of you "out there") whose solicitous inquiries concerning the sudden retirement of Robert Randolph from chancellorship of the Editorial Sanctum of this paper have been deluging the office for the past several weeks. The change, if it be a change, has been effected without abduction, intimidation or mayhem.

The editorial policies which have guided the destinies of this paper during the past eight years will be continued under the able editorship of A. Adams Lund—the fact of the matter being that A. Adams Lund and Robert Randolph are one and the same person.

For the past fifteen years, Mr. Lund has been associated with the chocolate and confectionery industries in the capacity of general executive and purchasing agent. Being a man of broad attainments for whom candle-light holds no terrors, Mr. Lund found time to devote to the high quality of editorial work which has been so familiar to you during the past six years. Two years ago he assumed active editorship of this paper—and to avoid any possible embarrassment which might result to either the manufacturer with whom he was associated or *The Manufacturing Confectioner* by reason of the duality of his connections, did so under the pen name, "Robert Randolph." So now the worst is out.

Last month Mr. Lund severed his former connection in order that he might devote more time to the confectionery industry both in his capacity of editor of *The Manufacturing Confectioner* and as Director of Technical Research of the E. W. Hellwig Company. May the shades of the illustrious Robert Randolph

Rest in peace!

EARL R. ALLURED,  
Publisher.

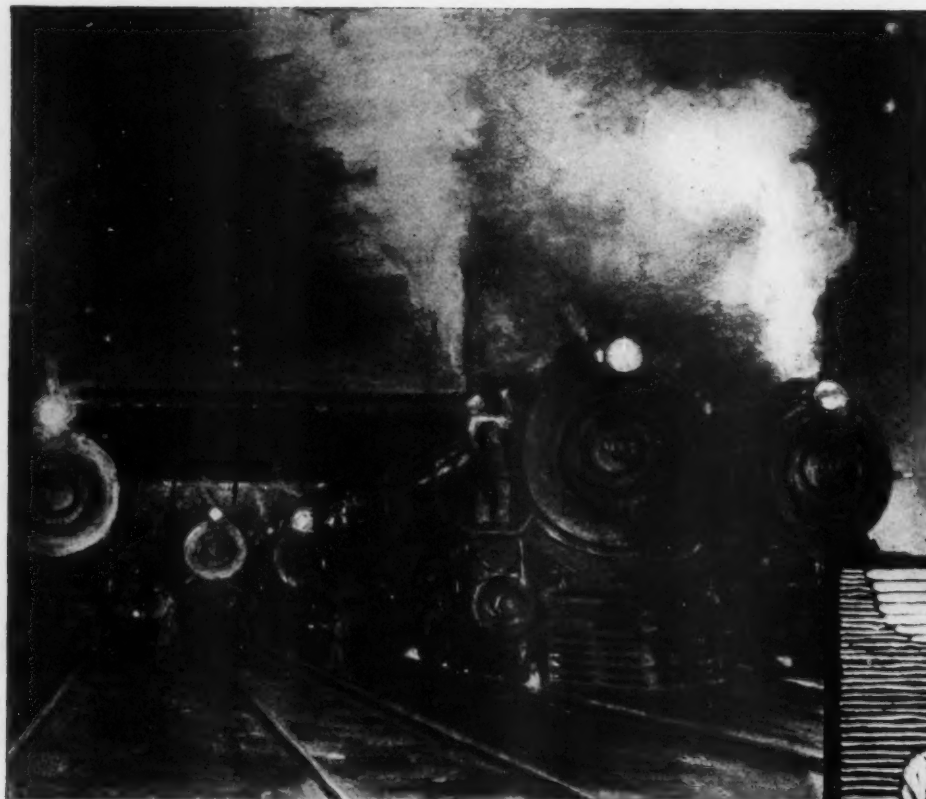
Published Monthly on the 15th by

### THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

Editorial Offices: 39 Cortlandt St., New York City  
F. M. WATERS, Manager. (Phone Cortlandt 8362)

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(Phone State 4821)

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## Controlled Power

**M**ECHANICAL perfection—rigid inspection—skillful hands at the throttle—are not enough to bring the gigantic army of iron steeds rushing through the night with precious human cargoes safely to their destinations. Behind the scenes is the dispatcher—playing an indispensable role—timing the movement of every train—flashing the instructions that bring the iron horses through safely, swiftly and on time.

Like the unseen and unsung guardian of the rails, the staff of Foote & Jenks works behind the scenes. But it plays a vital role in bring-

ing your confections to the destination of assured popularity. Like the dispatcher we realize the importance of *every* detail. Nothing is skimmed—nothing is slighted to make that indispensable ingredient—flavor as perfect as skill and science can make it.

For nearly half a century we have devoted our entire resources and facilities to the task of producing better flavors. The public preference which the confections of a constantly increasing number of manufacturers enjoy is a sufficient indication of the thoroughness with which we have applied ourselves to our task.



**T**HIS Company approaches a half-century of specialization in the task of developing and perfecting terpeneless, super concentrated, water soluble flavors. Our entire time and attention are devoted to the manufacture of SOLUBLE Concentrates—to research work, scientific control, and the constant testing of our products in various forms of foods. It will be to your definite advantage to avail yourself of this specialized service.

FOOTE & JENKS—JACKSON, MICH.

# FOOTE & JENKS' "ISOLATES"

VANILLA . . . LEMON . . . ORANGE and 12 others



**The INDISPENSABLE  
INGREDIENT**  
... scientifically  
developed flavors!

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### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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## Gold Seal Oil Peppermint

*(Triple Distilled)*

**U**NGERER Gold Seal Peppermint Oil is more than a good redistilled oil. It represents natural peppermint oil of selected quality redistilled to meet the U. S. P. requirements and then fractionated further for the removal of any traces of terpenes and resinous bodies.

The result is a crystal clear, water white oil with a smoothness and refinement of flavor impossible in an oil not so treated. The increased cost per hundred pounds of candy compared with the use of ordinary U. S. P. peppermint is infinitesimal and negligible while the improvement in the flavor of the product is plainly noticeable to anyone.

*"Our Quality is Always Higher than Our Price"*

**UNGERER & CO.**  
**NEW YORK**





REGISTERED

TRADE-MARK

**P**UT your coating problems up  
to us. An unequalled technical  
service is at your disposal - - -

*Quality ingredients*  
*Better coverage*  
*Snap*

**WALTER BAKER & CO., Inc.**

**D O R C H E S T E R , M A S S .**

**TORONTO, CANADA**

# The Modern Type of Hard Candy Flavors

as introduced by us several years ago now constitutes standard practice for more than 80% of the leading manufacturers of hard goods in the United States and Canada.

**I**T is one of the misfortunes attendant on success in any line—and an unfailing indication as well—to be followed by a host of imitators.

cessfully solved—the problem of flavoring hard boiled candies in a manner to conform to present day tastes.

That the numerous imitators of our Special HARD CANDY FLAVORS have been notable chiefly for their intent and desire, while quite lacking in the accomplishment thereof, offers eloquent tribute to the thoroughness with which we originally attacked—and suc-

These inimitable combinations of delicious fresh fruit concentrates with carefully chosen fortifiers and scientifically designed fixatives, are available to every confectioner in the **original** form which won for them their present place of leadership.

## Why use a substitute?

They are delicious, economical and convenient. Very useful in other confections, too, where elevated temperatures are met.

**Gums, Jellies, Chewing Gums, Taffees, Lollypops, Fruit Drops** are all raised to a high plane of excellence by the use of these unique flavoring agents.

*Fifty different fruit, floral and special types are available.*

*Full information on request*

**FRITZSCHE BROTHERS, Inc.**  
“A FLAVOR FOR EVERY PURPOSE”

**CHICAGO**  
118 West Ohio Street

**NEW YORK**  
78-84 Beekman Street

**TORONTO**  
93-95 Church Street

ors

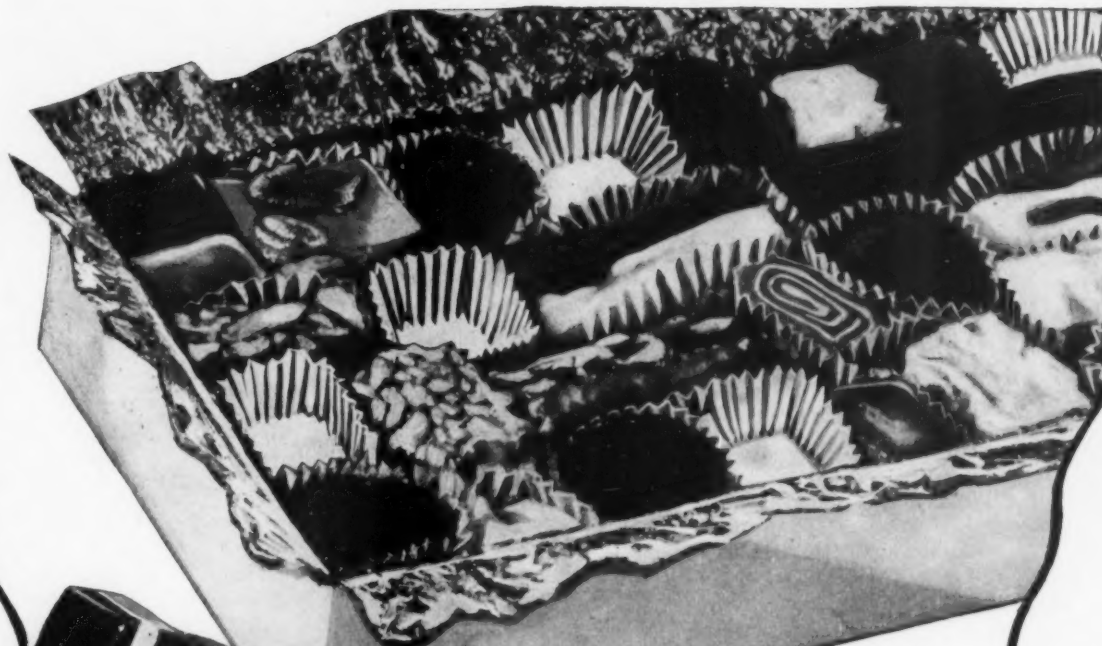
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street



## Put new life in your assortments with genuine licorice caramels . . . . .

A SPRINKLING of all-black licorice caramels will add a distinctive appearance and a decidedly different flavor to your choicest assortments.

They're popular numbers, for they're right in step with the National Confectioners' Association movement to educate the public to eat candy as a food.

For centuries pure licorice has been recognized as a health-food—good for the throat and good for the stomach. In these forms of fine confectionery they now appeal to the eye as well as the taste.

Let us send you a few samples of all-black licorice caramels so that you may more fully appreciate the wholesome qualities and intriguing tastiness of confections made with

**MAFCO**  
Licorice Syrup

### Send for Licorice Formulas

#### All Black

Licorice Caramels, wrapped or unwrapped.  
Licorice Jelly Gum Drops.  
Licorice Pastilles.  
Licorice Caramel-nougat bon-bon center.  
Licorice Centers for Cordials, panned goods, etc.  
Licorice Turkish Paste.

#### Black and White

Licorice and Marshmallow Caramels.  
Licorice-filled Hard Candies (silver gloss jacket with black stripe).  
Licorice solid Hard Candy (with white stripe).  
Licorice Caramel-nougat rolls.

### MAIL COUPON TODAY

MACANDREWS & FORBES CO.  
200 Fifth Avenue, New York

#### Gentlemen:

Please send us a copy of your new book, "History of Licorice," together with your folio of Licorice Recipes.

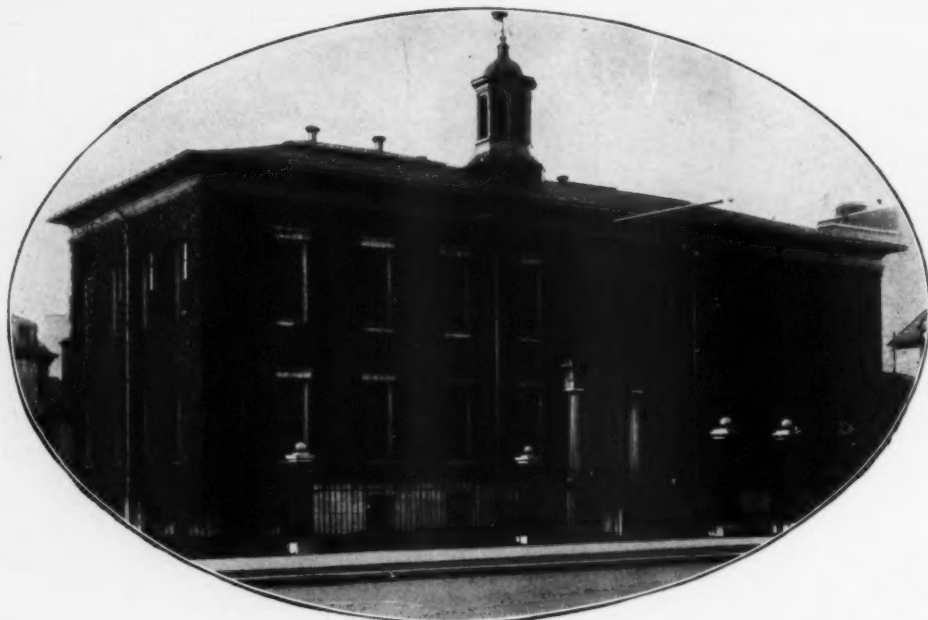
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ADDRESS .....

CITY..... STATE.....

MC-6





Administration Bldg., Buffalo.  
General Offices and Research  
Laboratories.

## GOODWILL

**T**HE prestige which has been built up by Spencer Kellogg and Sons is due to adherence to sound business methods and the maintenance of business policies which make our customers our friends.

- 1 Satisfied customers have been considered more important than sales.
- 2 Fair treatment of the customer in every respect is fundamental.
- 3 District managers are expected to give honest advice, unbiased by the desire for present sales.

**SPENCER KELLOGG AND SONS  
SALES CORP'N  
BUFFALO, N. Y.**

### *Warehouse Points*

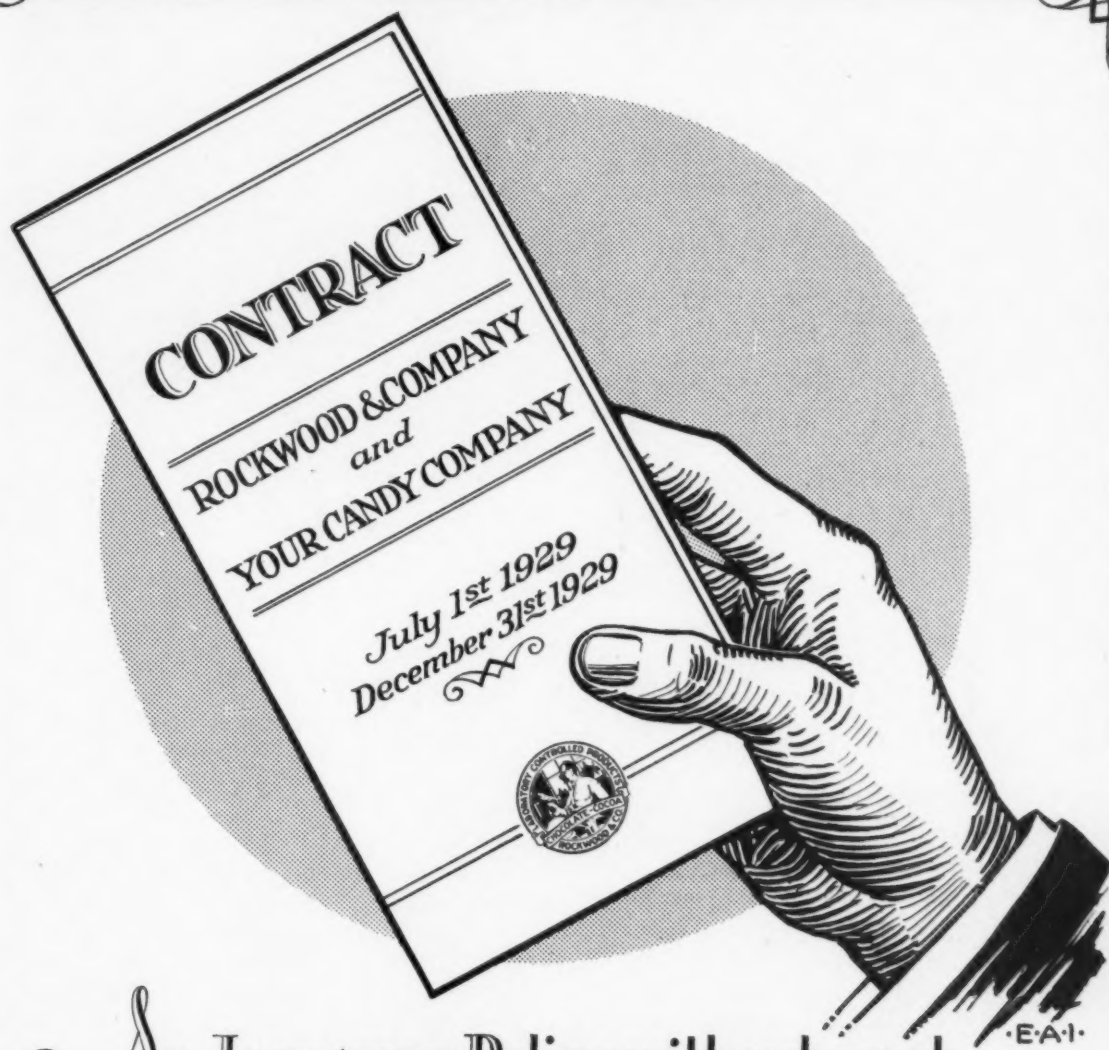
Atlanta  
Baltimore  
Boston  
Buffalo  
Chicago  
Cincinnati  
Cleveland

Columbus  
Detroit  
Fort Wayne  
Indianapolis  
Kansas City  
Los Angeles  
Milwaukee

Minneapolis  
New York City  
Philadelphia  
Pittsburgh  
St. Louis  
San Francisco



**KELLOGG**  
Coconut  
Hard Butters  
**KELLOLINE**  
Coconut  
Soft Butters  
**KELLOGG**  
Plastic Coconut  
Butters  
Edible Coconut Oil



An Insurance Policy without cost-  
giving complete protection on your  
purchases of Chocolate Coatings  
*Dependable Service*

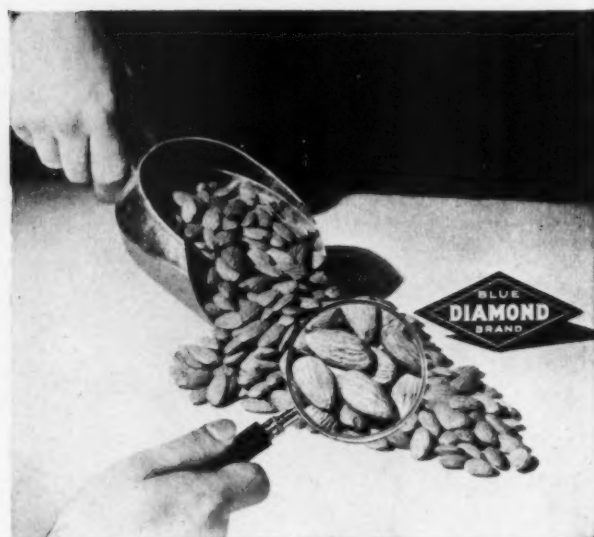
**ROCKWOOD & COMPANY**

Chicago

Brooklyn, New York

Boston

*Thousands  
of confectioners  
have checked*  
**BLUE DIAMOND**  
SHELLED ALMONDS



*for*

✓ **GRADING**

To fit the most exacting confectionery requirements, BLUE DIAMOND Shelled Almonds are graded to a *definite number of kernels per ounce.*

✓ **UNIFORMITY**

Frequent rigid inspections by our almond experts *before, during, and after* grading insures uniformity of every lot.

✓ **CLEANLINESS**

The most modern and efficient machines are used for shelling BLUE DIAMOND almonds, and by our exclusive method of vacuum cleaning every bit of chaff and dust is removed from the nuts. *There's no cleaner almond on the market.*

✓ **FLAVOR**

BLUE DIAMOND are the pick of the California almonds — famous for their sweet, rich, full flavor. *You'll never get a bitter Blue Diamond almond.*

✓ **FRESHNESS**

Our exclusive process of vacufume sterilization protects all BLUE DIAMOND shelled almonds from insect infestation, and our special method of packing assures freshness, and insures against spoilage or shrinkage loss.

✓ **QUALITY**

Only clean, perfect, whole-meated almonds can go out under the BLUE DIAMOND label. Produced, processed and "quality guaranteed" by the largest organization of its kind in the world.

*o. k.*

This is the verdict of the confectioners who are profiting big with BLUE DIAMOND shelled almonds. In better nut confections—satisfied customers—and repeat orders, BLUE DIAMOND quality will mean money in *your* pocket.

*Your jobber will fill your order and deliver promptly—  
guaranteed to arrive in perfect condition.*

**CALIFORNIA ALMOND GROWERS EXCHANGE**

T. C. TUCKER, *Manager*

311 California Street

San Francisco, Calif.



We'll be glad to send you  
a free sample if you'll fill  
out and mail us the coupon.

CALIFORNIA ALMOND GROWERS EXCHANGE, Dept. 649, 311 California St., San Francisco, Calif.

Please send me a free sample of BLUE DIAMOND Shelled Almonds.

Firm Name.....

City.....

Street.....

State.....





## What's wrong with this picture?

Simply this: The truck is *unloading* instead of loading. Another candy man is up against the old problem of returned goods.

Does this happen to you—and do you know that there's an inexpensive way to guard against this costly evil?

Here's the answer: Use Roba, the confectioner's hard butter in your formulas. For goods made with Roba stand up under conditions that would "take the heart out of" most other candies.

Roba is furnished in a number of melting points—melting points that you can depend

upon. It is superior in many other ways. It is a uniform product—each lot is exactly the same as the previous one. It is bland and neutral—never interferes with the true taste of your most delicately flavored goods.

For your convenience, Roba is moulded in 10 pound cakes and scored in 1 pound graduations. This permits you to measure quickly and accurately the exact amount you need.

With hot weather approaching, you will need a hard butter which assures goods that stand up. Put Roba to the most severe tests and you will find that it gives you this assurance.

PROCTER & GAMBLE  
Cincinnati, Ohio



Send this coupon for a  
**FREE SAMPLE OF ROBA**

Let your own chemist test Roba and you will understand why so many leading candy makers are writing this better confectioner's hard butter into their specifications.

PROCTER & GAMBLE (Roba Dept. Desk 6-A)  
Gwynne Bldg., Cincinnati, Ohio.

Please send me free a test sample  
of Roba ....°m. p.

Name .....

Firm Name .....

Business Address .....

City ..... State .....

## MAKE YOUR CANDIES UNIFORM WITH NUCOA HARD BUTTERS



### NUCOA PRODUCTS

Nucoline  
Plastic Nucoline  
Filbisk  
Plastic Filbisk  
Firmtex  
Nucoa Hard Butters

The wise confectioner takes no chances on his candy varying in quality during the hot summer months...He assures himself of the same high standard of quality at all times and protects himself against *any variation whatever* by using Nucoa Hard Butters.

He knows that Nucoa Hard Butters are always good... that they are always uniform in quality and that they keep sweet and unchanged in any temperature.

Nucoa Hard Butters are made with six different melting points, from 84° to 96° to meet differing conditions, which assures a uniform product at all times.

If you haven't tried Nucoa Hard Butters, let us send you samples so that you can learn for yourself that all we say about them is true.

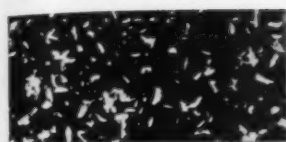
*Have you read our interesting little booklet, "The Whats and the Hows", which tells about Nucoa Products for Confectioners? We'll be glad to send it to you, on request.*

# The Best Foods Inc.

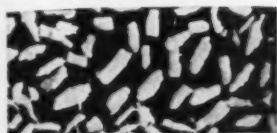
NEW YORK

CHICAGO

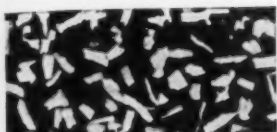
SAN FRANCISCO



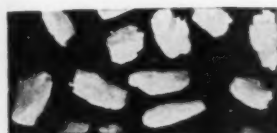
Macaroon



Medium



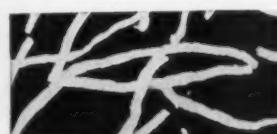
Star Short



Coarse



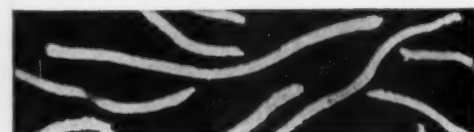
Fancy



Standard Thread



Strip



Long Thread



Slice

EVERY GEM CUT HERE SHOWN IS ACTUAL SIZE FROM AN UNRETOUCHED PHOTO

## Choose Your Cut . . .

All Nine Beauties are

### GEM BRAND

imported unsweetened coconut

WHATEVER the cut your particular needs make most desirable—Macaroon, Medium, Star Short, Coarse, Fancy, Standard Thread, Long Thread, Strip or Slice—you will always find in Gem Brand the same characteristics:

- Pure White Color
- True Coconut Flavor
- Low Moisture Content
- Full Original Oil Content

Gem Brand Coconut is grown in the most fertile coconut soil in the world—on the Philippine Island of Luzon. Here, in the three modern plants of the Franklin Baker Company, the pick of

the millions of nuts available are selected under the same sharp-eyed supervision given the cracking, shredding, sieving and drying operations.

The same unremitting standards apply throughout that are in force in the Hoboken plant in the same Franklin Baker Company. And frequent shipments in triple-lined packing cases assure every Gem user of fresh stock in prime condition . . .

Prove it to your own satisfaction by using the coupon in the corner to receive—free—a generous sample of any you wish of the nine Gem cuts shown.



# FRANKLIN BAKER'S COCONUT

© 1929, P. Co., Inc.

Both domestic and imported coconut in a complete variety of cuts.

Mail Coupon Today

FRANKLIN BAKER COMPANY, INC., Hoboken, N. J.

Mfg. C. 6-29

Gentlemen: In accordance with your offer, send me a generous free trial supply of Franklin Baker's Gem Brand Imported Coconut (Unsweetened)

Cut wanted \_\_\_\_\_

My name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

I buy through \_\_\_\_\_

In Canada address Franklin Baker, Ltd., Sterling Tower, 194th Floor, Toronto 2, Canada.



# *The Progressive Candy-Maker Discards Time-Worn Sugar Traditions!*



# CEREAL

The Pure Whaga

THE CORN PROD INI

**S**UPPOSE, for example, that the tables had been reversed—and that CERELOSE had been the sugar to be discovered and commercialized *first*—

The healthful product of home-grown corn — most assimilable and digestible of sugars—producing the tenderest textures in nougats, marshmallows and gum work—and the finest, smoothest grain in fondant — non-cloying, and without any objectionable tendency to destroy the natural character of the most delicate fruit flavor—what product could rightfully challenge the supremacy of CERELOSE in the Candy Industry?

And so today, alert, progressive confectioners are abandoning the cob-webby, time-worn traditions of yesterday. They are becoming students of the *new* sugar chemistry—where each material entering into their batches is tested in the light of merit, usefulness and economy, instead of tradition and age-old custom.

The CERELOSE candy laboratory at Edgewater is awaiting an opportunity to assist you with your candy-making problems. Won't you call upon them?

# CERELOSE

Sugar from Corn

PRODUCING CO., 17 Battery Pl., N. Y. City

# VANILLIN



We Urge You To Try  
Our Vanillin—You Will  
Like It Because It Has  
That True Vanilla Bean  
Flavor And Aroma.

*Sample on request.*

**Givaudan-Delawanna, Inc.**  
101 Fifth Avenue New York, N. Y.









# *An appreciation*

**T**HE CANDY INDUSTRY and every manufacturer who serves it owes a vast debt to those keen visioned candy makers who first saw the possibilities of making Americans a nation of candy eaters, by bringing good candy within the reach of every pocket book.

To achieve that meant economical or low cost production.

With the courage of their convictions these candy manufacturers modernized their factories. They put machines in to do everything that machines could do.

It took keen, far sighted vision to see those possibilities for the Candy Industry. It took courage to change from methods that had been successful. But they did change, and those pioneers in modern, mechanical production methods are deserving of great praise from all members of the Candy Industry.

As profit-margins have become narrower, other manufacturers have followed their example. To-day, the profits of the Candy Industry depend largely on those economies in production that are possible only by the application of modern methods and labor-saving equipment.

*It has been the privilege of the National Equipment Company to co-operate in modernizing and mechanizing these candy factories of America.*



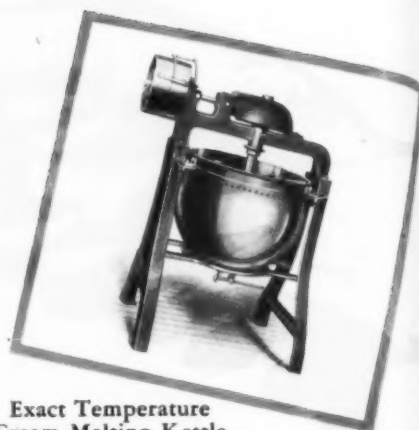
Fondant Cooker  
for Syrup



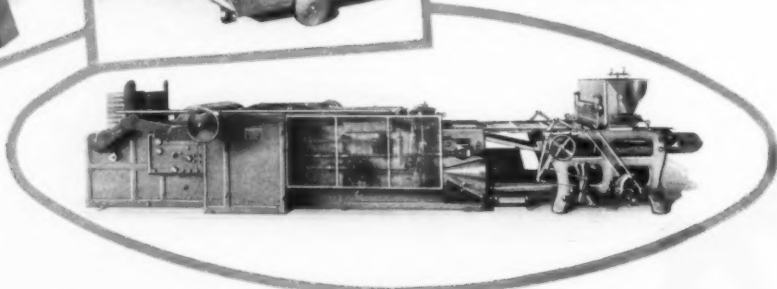
Syrup Cooler and Cream  
Beater with Cream Truck



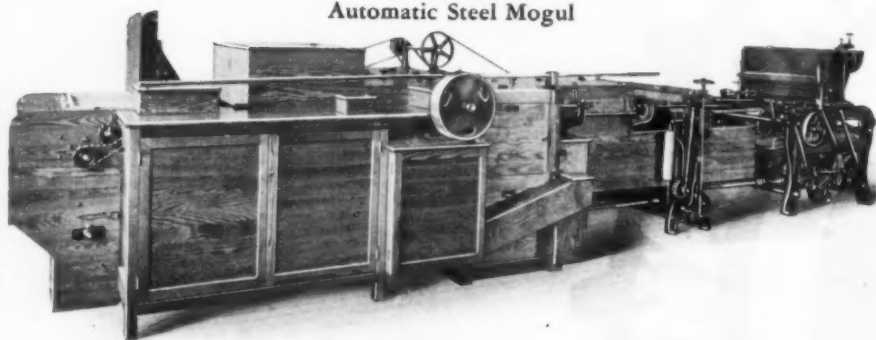
Exact Temperature  
Cream Melting Kettle



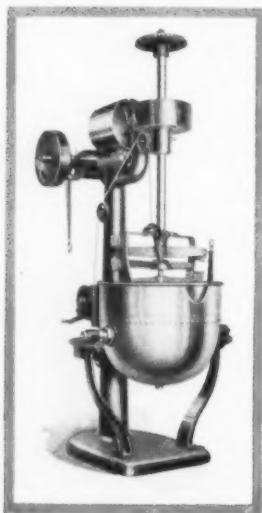
*A Machine  
for Every  
Candy-  
Making  
Purpose*



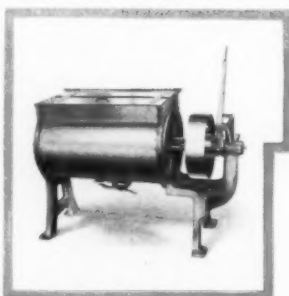
Automatic Steel Mogul



Automatic Wood Mogul

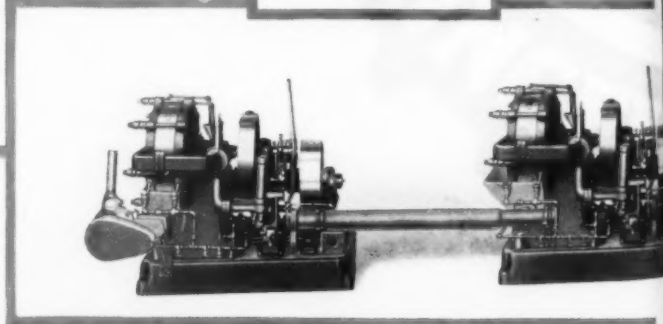
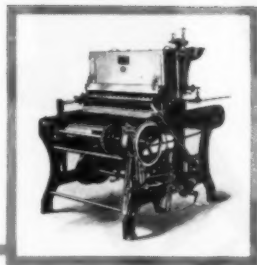


Double Acting  
Copper Kettle  
One of a line meet-  
ing every need in  
candy making



The Greater Output  
Marshmallow Beater

The Springfield  
Depositor (No. 2)



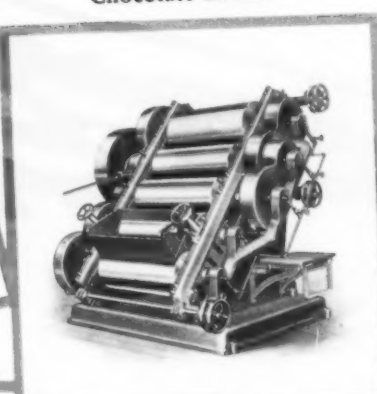
Bausman Chocolate



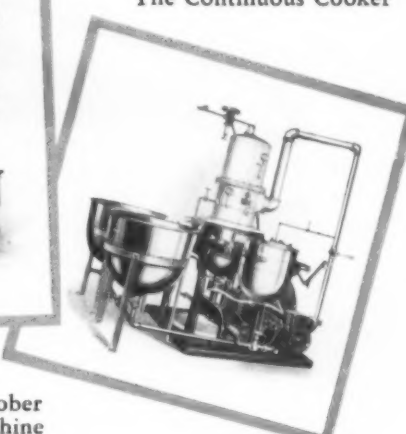
Springfield Chocolate  
Kettle  
(With Legs)



The Five Roll  
Chocolate Refiner



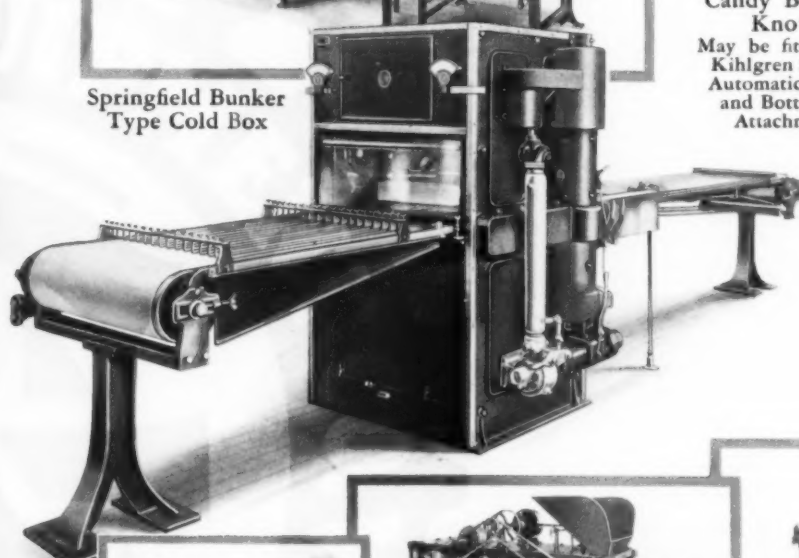
The Continuous Cooker



The Enrober  
The Machine  
Everyone in the  
Candy Business  
Knows  
May be fitted with  
Kihlgren System,  
Automatic Feeder  
and Bottoming  
Attachment.

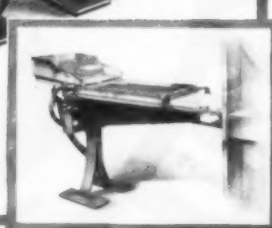


Springfield Bunker  
Type Cold Box

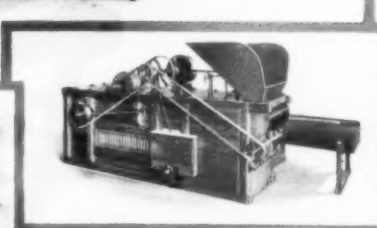


The  
Kihlgren  
System  
for  
Decorating

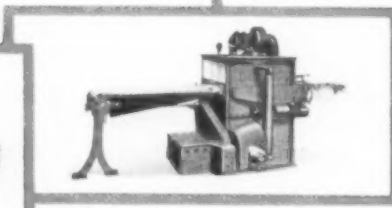
The  
Automatic  
Feeder



The Starch Buck (Wood)

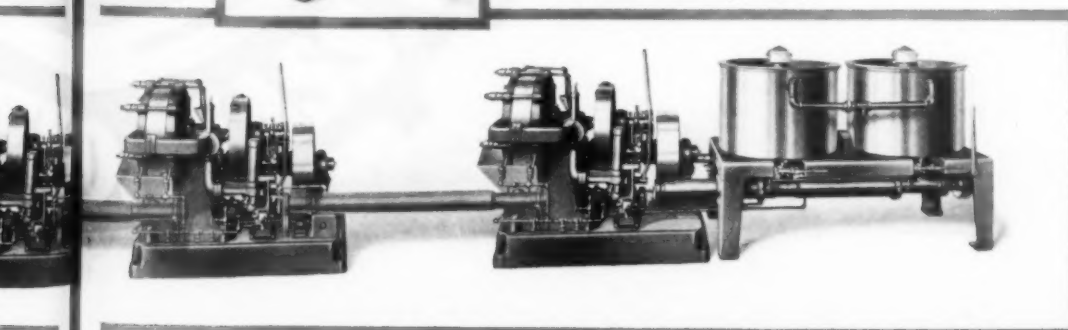


The Springfield Coater



PRODUCTS OF  
**NATIONAL  
EQUIPMENT  
COMPANY**  
*Springfield, Mass.*

Refining Battery





*For 37 years, the National Equipment Company has designed and made machinery that solves waste reducing problems. Presentation of your problem presents no obligation.*

*We are in a position to help you solve your problems of costs and production.*

## *To the Candy Industry*

**[A Pledge of Continued Co-operation]**

**E**XECUTIVES responsible for production at profitable figures shoulder a heavy responsibility.

Within the Candy Industry, and from the outside, competition gnaws like a pack of wolves, at candy makers' margins of profits.

To assist these executives, this Company pledges itself to co-operation that will give them the full benefit of its thirty-seven years experience in designing and manufacturing high-speed, cost-reducing machinery for candy making.

This experience is also the basis for another form of co-operation that also has actual dollars and cents value to the candy manufacturer. Costs can be reduced and production increased by using the experience of "National" representatives in laying out production routes and grouping machines. Their experience will help you keep the goods moving quickly and at low cost from operation to operation. Their ideas will give you straight line production with no waste motion.

This co-operation is regarded as a Company obligation, for this Company's success and livelihood have come from the Candy Industry. As a result, the executives, design, production and service departments of this Company are organized to do quickly and thoroughly those things that will benefit its Customers.

## **National Equipment Company**

*Largest Manufacturer in the World of Candy and Chocolate Machinery*

**Springfield, Massachusetts, U.S.A.**









## Merckens Fondant Process

### The Proper Warm Weather Coating——

There is a two-fold reason why you should coat with Merckens Fondant Process Coating right now —

First—Merckens Fondant Process Coating sets quicker and does not soften as easily as ordinary coatings do in warm weather. This insures the fine appearance and lasting qualities of your chocolates.

Second—There is a delicacy of flavor that the Merckens Fondant Process brings out of cocoa—adding to the taste appeal of your goods.

Merckens Fondant Process Coating is manufactured according to a Swiss process—and is true to Merckens Quality. Need we say more?

*Let us submit samples  
without cost or obligation*

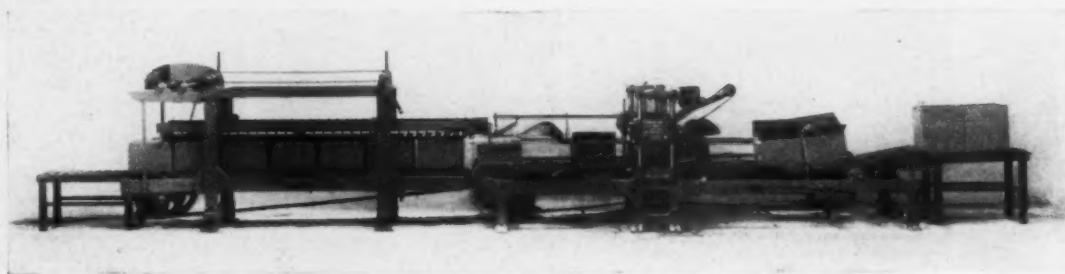
#### Branches

**Boston**  
131 State St.  
**New York**  
25 W. Broadway  
**Los Angeles**  
412 W. Sixth St.

**Chicago**  
Handler & Merckens, Inc.  
180 West Washington St.

**MERCKENS CHOCOLATE CO., Inc.**  
**BUFFALO, N. Y.**

## THIS MACHINE



is the Automatic Gluing and Sealing Machine which is now in operation in a large number of confectionery manufacturing plants.

The machine is 100% Automatic, in operation, as it glues and seals the top and bottom flaps of corrugated or fibre board shipping cases in one operation.

### Standard Sealing Equipment Corporation

43-47 33rd Street, Long Island City, N. Y.

MAILER SEARLES, Inc.,  
No. 135 Fremont Street,  
San Francisco, Cal.

JOHN F. WILLARD & SON,  
No. 335 East 4th Street,  
Los Angeles, Cal.

CHICAGO, ILLINOIS  
No. 208 West Washington St.

C. S. DU MONT,  
Windsor House,  
Victoria Street, S. W. 1.  
London, England

# Summer?

## What does it mean in Your Plant

Do hot, humid, sticky days cut your production to almost nothing, sap the energy and vitality of your employees, play havoc generally with your schedule because of the excessive heat and humidity?

Or do you perform all operations of manufacturing, packing and storing in a refreshingly cool, non-humid atmosphere—an atmosphere conducive to extra effort on the part of employees, an atmosphere which will permit the manufacture and storage of Christmas goods during the hottest days of August, regardless of outside weather or seasonal conditions?

### With Manufactured Weather

in your factory, summer has no terrors—you are independent of the weather. Each department is supplied with a clean, cool atmosphere, at the temperature and humidity exactly suited to each operation. Quality standards and scheduled production are maintained; formulae changes with the seasons are unnecessary; more healthful and comfortable working conditions are assured.

### The Carrier Unit Air Conditioner

And now the Carrier Unit Air Conditioner is offered, providing any manufacturer, large or small, with an *economical*, dependable and efficient means of creating and maintaining the same atmospheric conditions which for years have been provided by the well-known Carrier Central Station System for Air Conditioning.

### Carrier Engineering Corporation

Offices and Laboratories  
Newark, New Jersey

|            |              |             |
|------------|--------------|-------------|
| New York   | Philadelphia | Boston      |
| Chicago    | Cleveland    | Detroit     |
| Washington | Kansas City  | Los Angeles |

Fill out and send us the coupon, without obligation, for an interesting selection of air conditioning literature.



Carrier Engineering Corporation,  
Newark, N. J.

Send this card to any of our branch offices and we will mail you literature.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_



**TODAY**

Get information  
from Carrier  
on Manufactured  
Weather.

# UNION

## Save

## Rebuilt Candy Machinery

## 50%

**ALL MACHINES RELIABLY  
GUARANTEED FOR ONE YEAR**



### 16" - 24" NAT'L EQUIP- MENT ENROBERS

Anti-tailing Devices  
Kihlgren Stokers  
Motor Drives  
Automatic Feeders  
Bottoming Attachments  
300-2000-lb. Chocolate Melters  
Bausman Disc Machines for  
coating and liquor  
3 Roll Refiners, 16"x40" Rolls  
12-15-20 Ton Refrigerating  
Machines, complete and with  
motors  
Walters and Champion Basket  
Machines  
Mills Two-Way Caramel Cut-  
ter  
White 20" bed Caramel Cutters  
Mills, Racine Caramel Sizers  
Ideal Caramel Cutting and  
Wrapping Machines  
 $\frac{3}{4} \times \frac{3}{4} \times \frac{3}{8}$  to  $\frac{3}{4}$ "  
 $\frac{7}{8} \times \frac{7}{8} \times \frac{3}{8}$  to  $\frac{3}{4}$ "  
Nougat Cutters, Anderson  
vertical and shear cutters  
Cut Roll Machine, Merrow  
Lozenge outfit complete with  
mixers, sizers and cutting  
machine with ten sets of dies

### STEEL MOGULS Wood Moguls

Mogul Pumps  
Starch Boards with starch  
Springfield and Racine Deposi-  
tors  
Springfield and Racine Starch  
Bucks  
Printers, hand and power  
600- and 1000-lb. Werner and  
Springfield Syrup Coolers  
with Cream Beaters, Pumps  
and Kettles  
4-5-7 ft. Ball Cream Beaters  
Savage Marshmallow Beaters  
Werner, D. A. Marshmallow  
Beaters  
100-150 gallon A. B. Gum Mix-  
ers, single action, outlet  
50-150 gallon Burkhard double-  
action Mixing Kettles, outlets  
40-50-100 gallon Burkhard,  
Werner, National Cream  
Breakers  
40-50 gallon Single-action Car-  
amel Tilting Kettle  
50 gallon Savage Patent Tilt-  
ing Kettle, also 25-35 gal.  
50-gallon Burkhard Jap Mixers  
Revolving pans, with and with-  
out coils, 38"

### Continuous Cooker— Baker-Perkins

Steam Vacuum Cookers with  
pumps and kettles, 100 to  
1000 lbs. capacity.  
Simplex Gas Vacuum Cooker  
Hildreth Pulling Machines, size  
6, double-arm, motor drive,  
size 3, motor drive  
Racine Sucker Machines, lat-  
est type rolls, duplex, dumb-  
bell, straw cutting  
Racine and Brach Continuous  
Cutters with conveyors  
Ferguson-Haas Sucker Wrap-  
ping Machine  
Model K Kiss Cutting and  
Wrapping Machines  
Werner and Mills Ball Ma-  
chines with rollers  
Drop Machines, hand and power  
Water-cooled Slabs, all sizes  
After-Dinner Mint Machine,  
Mills, 2 sets rollers  
Bon Bon Machines, Heilmann,  
Mills  
Crystal Cooking and Cooling  
Tanks, Pans, Baskets  
Lambert Peanut Blanchers  
Burns Peanut Roasters  
Peanut Butter Mills, Spring-  
field, Lambert  
Sugar Pulverizers, all sizes  
Motors, all sizes and types

**You can buy our guaranteed rebuilt machines with the same confidence that you would purchase new machines**

**Select the machines which you are interested in and write or wire for prices and particulars to**

## UNION CONFECTIONERY MACHINERY CO.

318-322 Lafayette Street, New York City



# Stollwerck Chocolate Co.

STAMFORD, CONN.  
(One Hour from New York City)

## CHOCOLATE and COCOA MACHINERY FOR SALE—PIECE MEAL

We have purchased all the machinery and equipment of this well-known plant and are selling them at specially low prices for quick sales directly from the floors of the factory, because the machinery must be removed promptly.

The machines which we are listing below, operated very satisfactorily until the factory shut down recently. This equipment is of the latest type and is in excellent condition.

We can make prompt shipment. Prices are quoted F.O.B. Cars, Stamford, subject to prior sale. Machines will be loaded on cars by our experienced mechanics.

The machines are still set up in their original positions for your inspection.

### 2 CARVER COCOA BUTTER PRESSES

with metal filter plates; self-filling, self-ejecting; also complete pumping system.

### 2 LEHMAN COCOA BUTTER PRESSES 228 S. S.

fully automatic, with metal filter plates and with pumps.

2 Lehman Cocoa Powder outfits, very large size, with crushers, pulverizers, coolers and bolters, self-contained

2 Cocoa Filter Presses, 15 pot, 24" plates.

6 Reiche Chocolate Sprinkler Machines

1 Cocoa can filling and labeling machine

1 Dutch Cocoa Process Machine

5 Burns Gas Roasters, 5 bag

8 Stollwerck Steam Roasters, 500 to 5,000 lbs.

3 Springfield Crackers and Faners, with dust collectors

### 1 LEHMAN 5-ROLL GIANT 48-IN. REFINER

latest type, self-lubricating system

6 Springfield 5-Roll Refiners, 16" x 40" rolls, water cooled

1 Baker 5-Roll Refiner

12 Stollwerck 5-Roll Refiners

2 Lehman 3-Roll Refiners

2 Baker 3-Roll Refiners

6 Springfield Triple Mills

10 Bausman Coating and Liquor Discs

5 - 2000-lb. Tempering Kettles

7 - 500-lb. Tempering Kettles

3 - 300-lb. Tempering Kettles

4 - 1000-lb. Day Paste Mixers

25 Storage Tanks with mixers and without mixers, sizes 5000 lbs. to 50,000 lbs. capacity

1 Lehman Dust Cleaning Machine.

1 Burns Cocoa Bean Cleaner

1 Lehman Germ Separator

### MILK POWDER OUTFIT, COMPLETE

just installed, never used; with 4-ft. Vacuum Pan, steam pump, hot wells and plow-type mixer, all complete

1 DeEtna Conge Machine, 2 pot, 2,000 lbs. capacity; motor driven

7 Springfield, 4 pot and 8 pot Conges

3 Springfield Cold Box Conveyors, two single, one double

2 Lehman, 10-lb. weighing machines

1 Racine Chocolate Depositor

2 Shaking Tables

2 Schutz-O'Neil Sugar Mills

2 Springfield Melangeurs

2 Springfield Chasers

3 5c and 10c Bar Wrappers

7 Slot Machine-size Wrappers

1 - 15-ton York Ice Machine

1 20-ton Frick Ice Machine

3 Huber Automatic Coal Stokers

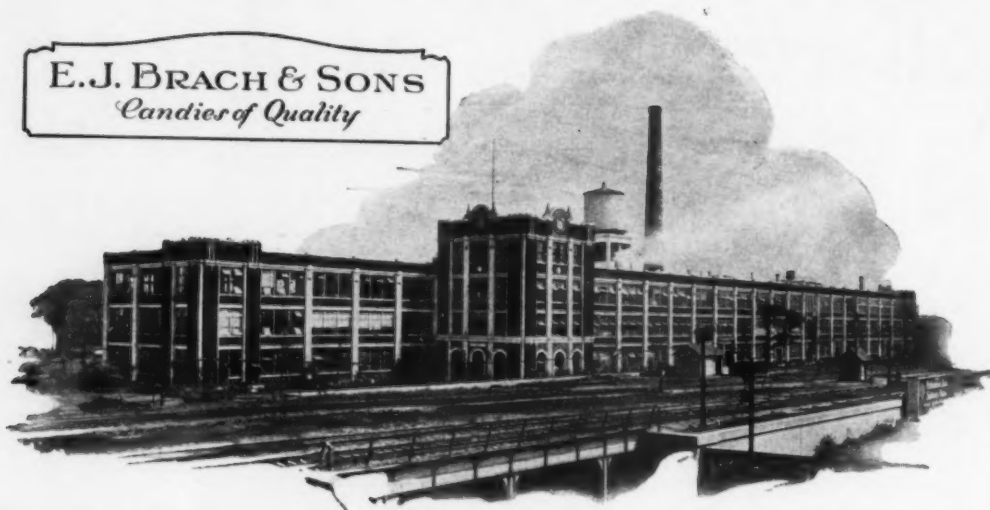
*This is an excellent opportunity to improve and modernize the equipment of your factory with very desirable machinery at very low cost*

*Select the machines which you are interested in and wire or write for prices and particulars to*

**UNION CONFECTIONERY MACHINERY CO.**

318-322 Lafayette Street, New York City

**E. J. BRACH & SONS**  
*Candies of Quality*



## "G-E Motors are Standard Equipment"

From E. J. Brach & Sons—one of the nation's largest manufacturers of high-quality candies—comes this frank indorsement of G-E Motorized Power:

"General Electric motors are standard equipment with E. J. Brach & Sons, candy manufacturers. This is true because of their long record of excellent performance and low operating costs. We demand much of a motor and some are run under rather trying conditions.

The many G-E motors which we use have satisfied our demands and possibly a little more. The best proof that we are satisfied lies in the fact that we continue to buy G-E motors.

E. J. Brach & Sons,  
 Superintendent of Maintenance."

In every fundamental—dependability, economy, flexibility, and service—G-E Motorized Power is meeting the most exacting requirements of the candy industry.



**Motorized Power**  
*—fitted to every need*

201-152

JOIN US IN THE GENERAL ELECTRIC HOUR, BROADCAST EVERY SATURDAY AT 8 P. M., E.S.T. ON A NATION-WIDE N.B.C. NETWORK

# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

# What Weather Zone Are YOU In?



**I**N YOUR FACTORY—do you know how many \*production days are lost, due to poor weather; or how much production poundage is lost because inferior candy was manufactured on poor weather production days?

If you would like to receive this information, write our Engineering Department. Our engineers will gladly give to you an authentic analysis of weather conditions throughout the year, in your immediate locality.

\* (Production Days)—Days that your factory could operate at full capacity, without weather hindrance.

## Huhn CHINOOK Dryer

Room 515—23-25 Beaver Street  
New York City

Representatives:

MESSRS. BRAMIG & CO., LTD.  
92 Fenchurch St., London, E. C. 3

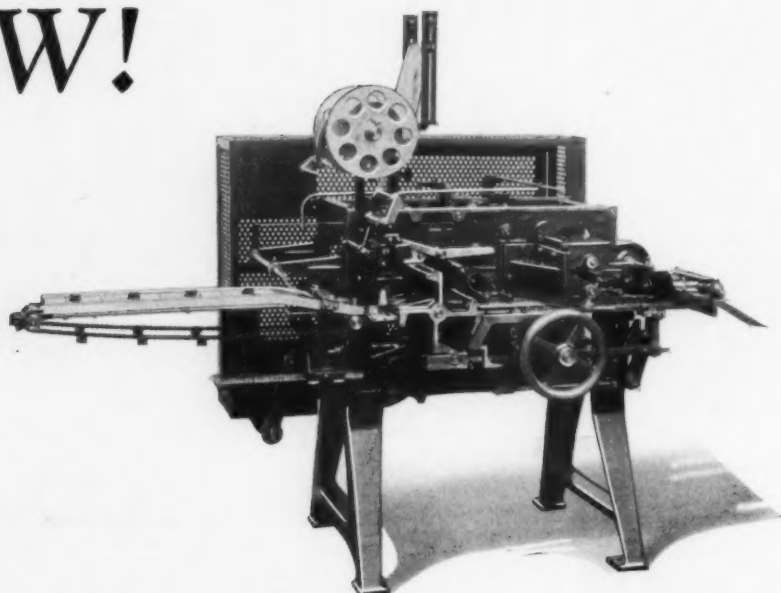
D. M. KABLE & COMPANY  
Offices—Imperial Hotel, Tokyo, Japan

### A. HUHN MANUFACTURING CO.

OFFICES AND FACTORY

3915 Hiawatha Avenue, Minneapolis, Minn.

# NOW!



## A machine to wrap Peanut Bars, etc., in "Cellophane"

THIS machine has been perfected especially to meet the requirements of candy manufacturers who desire to wrap their peanut bars, chocolate bars or other bar goods in "Cellophane".

It cuts the "Cellophane" from a roll and wraps it firmly around the bar, sealing the seams with paste. Speed—80 per minute; 2 operators, one to supervise the machine and the other to pack the wrapped goods.

For complete information, get in touch with our nearest office.

### PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

New York: 30 Church Street

Chicago: 111 W. Washington Street

London: Baker Perkins, Ltd., Willesden Junction, N. W. 10



## PACKAGE MACHINERY COMPANY

*Over 150 Million Packages per day are wrapped on our Machines*





# "How ah keeps mah slendah figger" - - -

This testimonial is unsolicited and not paid for . .

*By one who knows-*

"Does ah take jimnastics- Ah does not! Does ah stick to a diet- Ah does not!- Does ah smoke 'coffin-nails- Lawsy NO! What ah mean is dat evah since de boss got dat READ BEATER ah've been hoppin' tryin' to keep up wit' orders. De boss says yo'all can't possibly make good candy without a good beater an dat dere aint nothin' better dan a READ. YASSAH- an he's right Yo'all bettah write in to-day fo' furthah infomashun!"

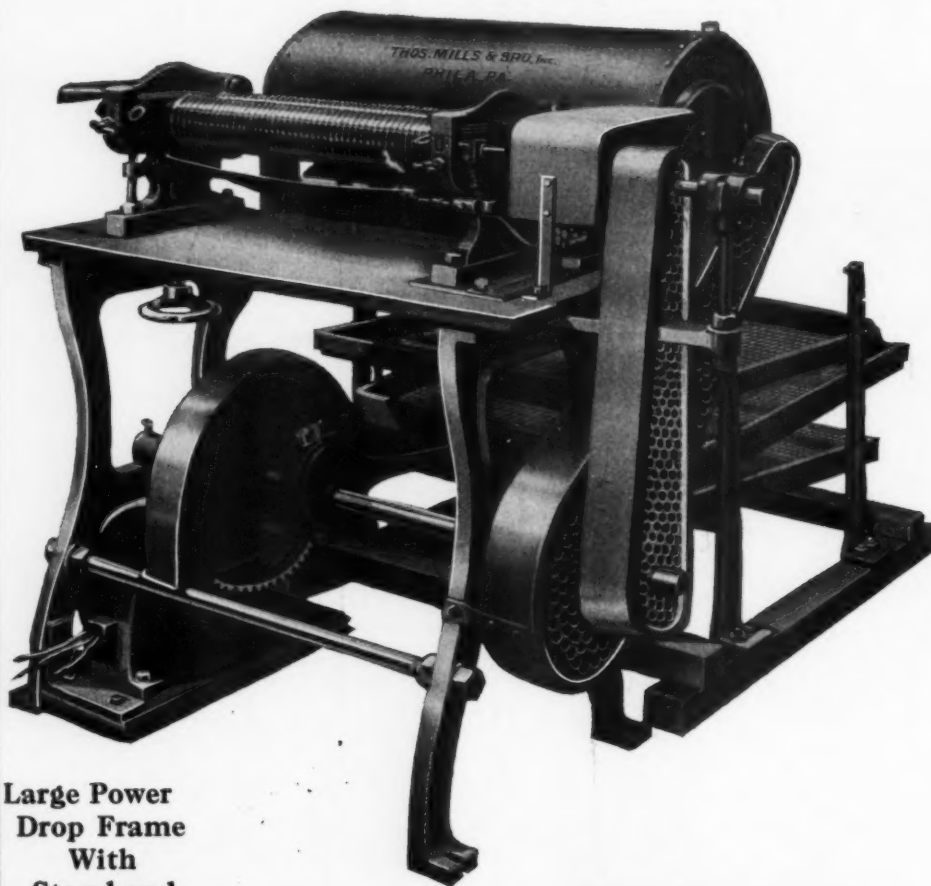
**READ MACHINERY CO. YORK, PA.**

# Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St.

Philadelphia, Pa.

ESTABLISHED 1864



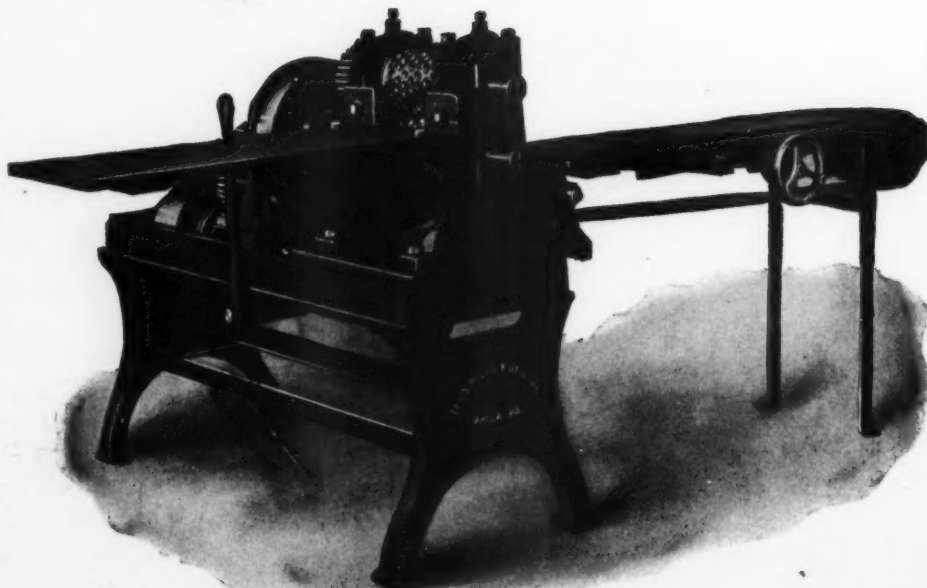
**Patent  
Automatic  
Seamless  
Hard Candy  
Machine**

—○—  
**Improve Your  
Production  
By  
Installing  
This  
Labor Saving  
Machine  
Send for Special  
Circular**

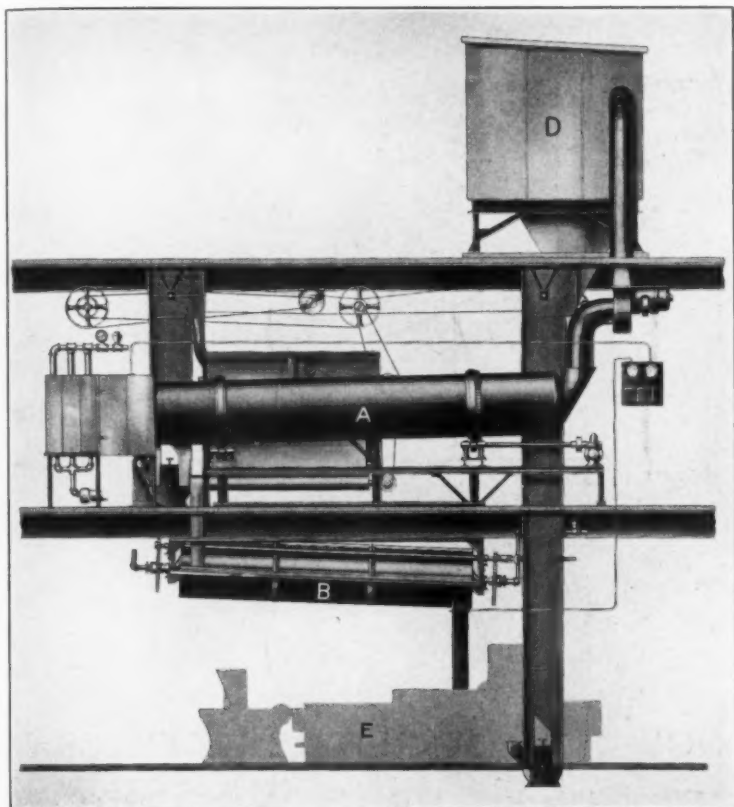
**Large Power  
Drop Frame  
With  
Stand and  
Endless Belt  
Conveyor  
Attachments**

—○—  
**Used In All  
The Largest  
Factories  
For  
High Grade  
Hard Candies**

—○—  
**Our Catalog  
of  
Confectioners  
Equipment  
Sent on  
Request**



# Starch Conditioning..



Read these ten points of superiority of Hersey Starch Conditioners. As a maker of fine marshmallows, gum-drops, cream centers, pastels, etc., you will be interested.

- 1 Handles full capacity of Mogul.
- 2 Priced far below any other method of correctly conditioning starch.
- 3 No loss of starch through dust or leakage.
- 4 Flexibility of installation.
- 5 No condensation in Cleaner or Cooler.
- 6 Fool Proof—nothing to get out of adjustment.
- 7 No special operator—only labor required for regular lubrication.
- 8 Low power consumption.
- 9 Full automatic temperature control.
- 10 Mogul works only when depositing confectionery.

## Now one Continuous Process

**W**HEN you install a Hersey Starch Conditioner, you combine the three process steps of drying, cleaning and cooling of starch into one automatically synchronized process. That means a saving in time—labor—and material.

And on top of process savings, this Hersey Starch Conditioner actually **costs you less** than machines now sold to perform these same three steps! These are only a few of Hersey advantages.

For over fifty years, Hersey has been manufacturing superior sugar drying equipment.

This new apparatus has all the qualities of other Hersey equipment, plus the advantages that only 50 years of experience can build into a product. These 50 years of experience are at your command in the form of an Engineering Service without equal, in matters of help and advice about sugar and starch handling equipment. Write for complete information.

# HERSEY

**HERSEY MANUFACTURING COMPANY**  
SOUTH BOSTON, MASS.

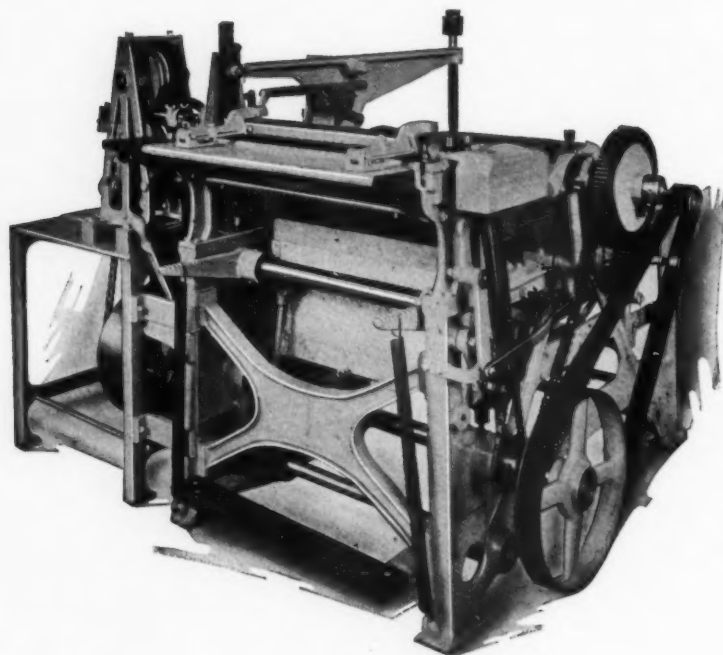
DALLAS, TEX., 2301 Griffin Street  
PHILADELPHIA, PA., 314 Commercial Trust Bldg.

NEW YORK, N. Y., 290 Broadway  
DALLAS, TEXAS, 2301 Griffin St.  
PORTLAND, OREGON, 475 Hoyt St.  
CHICAGO, ILL., 10 So. LaSalle St.

PHILADELPHIA, PA., 314 Commercial Trust Bldg.  
SAN FRANCISCO, CAL., 690 Market St.  
ATLANTA, GA., 510 Haas-Howell Building  
LOS ANGELES, CAL., 450 East Third Street

Main Office and Works: Corner E and 2nd Streets, South Boston, Mass.

## *The* AUTOMATIC HARD CANDY MACHINE for SPHERICAL HARD GOODS



This machine embodies in it all the features of  
the Semi-Automatic Machine plus the  
added convenience of Sizing, Feeding,  
Cutting and Discharging,  
*entirely automatically*

IT SAVES LABOR

INCREASES PRODUCTION

DOUBLES YOUR PROFITS

### *Hard Candy Producers*

Special provisions  
are also made for  
producing the now  
famous fruit tablets  
on this machine. It  
merits your consid-  
eration. Write us.

Full information on request—Do it now!

**JOHN WERNER & SONS, Inc.**

ROCHESTER. N. Y.





When you need **FOOD COLORS**

Let your first thought be

**ATLAS**

Manufactured by

—**KOHNSTAMM**—

First Producers of  
**Certified Colors**

**Strength**

**Brilliance**

**Purity**

**Uniformity**



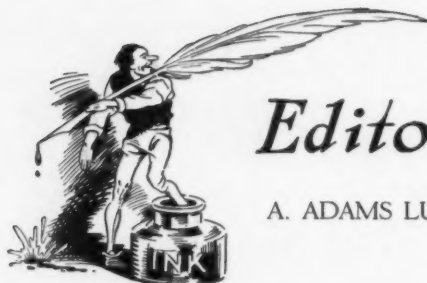
*Established 1851*

**The Atlas Label is Your  
Protection**

**H. KOHNSTAMM & CO., Inc.**

NEW YORK, N. Y.  
83-93 Park Place

CHICAGO, ILL.  
11-13 Illinois St.



## Editorial

A. ADAMS LUND, Editor

### Optimism Rides at the Wheel

NO ONE who has had the pleasure of meeting "Max" Kelly has come away from such a meeting without taking on something of the feeling of friendliness, optimism and confidence in the future which he radiates. His untiring industry, his steadfast adherence to the quality ideals upon which the prosperity of his own company has been based—afforded inspiration and hope when things looked blackest for the candy industry.

We do not believe in long drawn out eulogies. They bore the listener. They embarrass the patient. But somebody said of this lovable old sea-dog that he had "kissed the blarney stone." Well, if that's what gives one friendliness, courtesy, tact,

and a lifelong boyish enthusiasm, we're for blarney stones on every street corner.

The election of Adrian M. Kelly to the highest post which it is within the power of the industry to bestow is one more reason for renewed confidence in the prediction that "the candy industry is on the threshold of a great revival." The men who have been chosen to support Mr. Kelly in the administration of his new stewardship are all able, competent men. The committees whose constructive work has laid the foundation for continued progress in research and advertising are to be continued during the coming year. Their work should become of even greater value to the industry because—*Optimism Rides at the Wheel.*

### Who Wants to Be a Parasite?

THERE were several things of major importance which came out of the Big Pow Wow at West Baden this year. One is the stimulus which the N. C. A. has received to go ahead with their plans for bigger and better cooperative advertising. They undoubtedly had worked hard for this recognition but one could sense that they were a little afraid they weren't going to get it. As Coach "Bob" Zuppka said, "It's the teamwork that counts."

There is no secret about it. Before the convention, the air was filled with the rumblings and grumblings of this group and that—threatening to throw divers and sundry bombshells into the works. They turned out to be "duds." But for all the officers of the N. C. A. knew, things *might* have happened.

Perhaps one reason for the more wholesome atmosphere which pervaded the con-

vention is that the program which it cut out for itself did not dodge issues. The spokesmen chosen to put over the N. C. A.'s message to the industry had the courage to call a spade a spade. They may have tread upon a couple of corns in the process but what they said was worth coming to hear whether you liked it or not. F. J. Nichols, Merle Sidener, Bob Zuppke, Dr. Howe—each of these men went about putting across some particular phase of the Association program in an intelligent, business-like way. They are to be thanked for the new vistas which they have opened up. But far more than that, the N. C. A. is to be congratulated for having for once done a good job!

For another things, the quality and effectiveness of the Association advertising copy has steadily improved. "Cinderella" has gone to join the fairies and in her place has come the aggressive and con-

structive type of copy with which readers of the Saturday Evening Post are now familiar.

It remains for the boys back home to lay aside their pipes and climb up on the

wagon—to apply the principles of research, advertising and cost-finding to their own individual businesses. A parasite is one who lives solely by the efforts of others. *Who wants to be a parasite?*

## Our Vested Interest

**T**HE Confectionery Buyer, which is the Manufacturing Confectioner's baby sister, has undertaken a noteworthy campaign to bring home to manufacturers of candy the vital necessity of studying the distressful conditions which surround the merchandising of their products in retail outlets. Somebody stated, during the package goods session at the convention, that after a manufacturer had packaged his goods properly and surrounded them with all possible sanitary and protective safeguards—that that was all he could reasonably be expected to do.

Technically speaking, perhaps this is true. But from the standpoint of common sense and modern business conditions, it is not true. Today, because of the broadening conception of the responsibilities of

manufacturers to their publics, no manufacturer of any food product is absolved from the moral obligation to supervise the handling, display, and distribution of his product *until such time as it has actually been delivered into the consumer's hands.*

A far-reaching interpretation of manufacturer-responsibility? It would seem so in our industry today. But if we wish to hold our own against other industries who are offering this logical protection to the consumer, we will have to come to it—and the sooner, the better.

We speak of a manufacturer's "vested interest" in a brand name after the branded article has passed down the line into the consumer's hands. This is merely the modern way of interpreting that vested interest.

## Thank You!

### DEPARTMENT OF COMMERCE

Bureau of Standards

Washington

June 6, 1929.

Mr. A. Adams Lund, Editor,  
The Manufacturing Confectioner,  
39 Cortlandt St.,  
New York, N. Y.

Dear Mr. Lund:

I notice in the May issue of THE MANUFACTURING CONFECTIONER, page 34, under the editorial "Candy's New Tool," the statement that "the annual production of corn sugar today (and of course this takes in all industries) is already in excess of the combined annual productions of Louisiana cane and domestic beet sugars before the war." I am interested in this statement because of my impression that for the last two or three years the total production of corn sugar has been approximately 500,000 long tons per annum. If this figure includes the crude sugar which the industry was making when the Bureau created the hard refined dextrose industry, the hard refined dextrose production is probably around 200,000 or more tons per annum. The production of domestic sugars will average close to a million tons or more of hard refined sucrose for

the past few years, with the Louisiana production far below normal owing to the failure of their cane varieties.

Permit me to compliment THE MANUFACTURING CONFECTIONER on its attractive appearance and the value and importance of the reading matter it carries. The stimulation which you are giving the utilization of hard refined dextrose is bound to be of great benefit to the development of the dextrose industry as well as to the confectionery industry. My purpose in producing the new sugars has been from the start to increase the flexibility of the sweet carbohydrate and associated industries by giving them the tools with which to work. Each sugar has its own specific uses for which it is superior, and the development of a new sugar invariably results in an increased consumption of the previously established sugars. We are proceeding without interruption in our development of an experimental hard refined levulose plant with a capacity of approximately three-fourths of a ton of levulose per day. I am hoping that we will be able to supply the confectionery industry with samples of this sugar in both the crystalline and sirup forms during the next twelve months. With kind regards,

Sincerely yours,

(Signed) FREDERICK BATES,

Chief, Carbohydrate Section

THE MANUFACTURING CONFECTIONER



ADRIAN M. KELLY

(Wallace & Co., Brooklyn, N. Y.)

PRESIDENT, NATIONAL CONFECTIONERS' ASSOCIATION





**LOUIS L. McILHENNEY**  
2nd Vice-President



**E. B. HUTCHINS**  
1st Vice-President



**WALTER C. HUGHES**  
Secretary

## The Supporting Cast

*Officers and Members of Executive Committee  
Elected at the 46th Annual Convention of the  
National Confectioners' Association at West Baden, Ind.*

### Newly Elected Officers (1929-1930):

President—A. M. Kelly—Wallace & Co., Brooklyn, N. Y.

Vice-President—E. B. Hutchins—Bonita Co.

Vice-President—L. L. McIlhenney—Stephen F. Whitman & Son, Inc., Philadelphia

Secretary and Treasurer—Walter C. Hughes.

### Members of the Executive Committee:

**J. S. Auerbach**—D. Auerbach & Sons, New York, N. Y.

**Edward M. Becker**—The Edw. M. Becker Co., Cleveland, O.

**Edwin F. Gibbs**—Samoset Cocolates Co., Boston, Mass.

**Charles F. Haug**—Mason, Au & Magenheimer Conf. Mfg. Co., Brooklyn, N. Y.

**E. A. Hoffman**—E. A. Hoffman Candy Co., Los Angeles, Calif.

**Malcolm A. McDonnell**—Puritan Chocolate Co., Cincinnati, O.

**Arno E. Sander**—York Caramel Co., York, Pa.

**A. H. Shotwell**—Shotwell Mfg. Co., Chicago, Ill.

**John Voneiff**—The Voneiff-Drayer Co., Baltimore, Md.

**A. R. Scheble**—Richards-Scheble Candy Co., Hutchinson, Kansas.

**Charles C. Chase**—Chase Candy Co., St. Joseph, Mo.

**John A. Gurley**—Gurley Candy Co., Minneapolis, Minn.

**Porter King**—King Candy Co., Ft. Worth, Texas.

**E. E. Wood Nichols**—Nichols Candy Co., Indianapolis, Ind.

**Harry L. Brown**—Brown & Haley, Tacoma, Wash.

**J. M. Gleason**—W. F. Schrafft & Sons Corp., Boston, Mass.

**A. H. Steere**—Littlefield & Steere Co., Knoxville, Tenn.



Panorama of Pompeian Court Showing Exposition in Full Swing

## High-Lights

*At the 46th Annual Convention of the National Confectioners' Association at West Baden, Ind.*

**A**T THE Wednesday afternoon session the Convention unanimously voted to continue the Association advertising campaign. A resolution was adopted conveying this resolution to the Executive Committee. After the program speakers had finished, Leon Sweet of Salt Lake City offered this resolution and it was seconded by Horace Ridley of Boston. Short speeches in support of continuing the campaign were made by Harry Brown of Tacoma, President of the Western Confectioners Association; J. S. Auerbach, of New York, President McIlhenney of Stephen F. Whitman & Son, Inc., and J. M. Gleason of Schraffts.

The discussion brought out the fact that efforts would be made to bring contributions to the new campaign up to \$500,000 a year. Pledges for the new period will be solicited on the basis of one-tenth of one per cent of annual gross sales each year for three years.

"The Candy Industry is on the threshold of a great revival"—so read the streamers in the exposition hall. Watson must have come across with the needle.

Frank Brach had a narrow escape when the plane in which he was stunt-flying topped a tree over French Lick, tearing a portion of the wing fabric. Frank was all set

for a parachute jump but managed to make a safe landing within about 50 feet of where he started.

**Executive Committee Appropriates \$10,000 for Survey of Research Needs**

At a meeting of the N. C. A. Executive Committee it was voted to appropriate from the Association funds a minimum of \$10,000 to be placed at the disposal of the Committee on Education and Research. According to Mr. E. B. Hutchins, Chairman of the Research Committee, a portion of this money will be devoted to obtaining the services of an industrial research engineer, specially competent in food materials, whose duty it will be to prepare a survey of the technical and research needs of the confectionery industry and to map out a research program upon which future assignments and financing may be based. Mr. Hutchins made it quite clear that it is not the intention of the



Viewed from the fourth floor window—a strikingly attractive setting.

Committee to distribute any portion of these funds toward finding solutions to specific research problems. The big job now is to diagnose the research needs of the industry as a whole and to formulate a comprehensive plan of action for directing the future research activities of the Association along definite and constructive lines.

#### **Convention Exhibit Saves a Domestic Situation**

At about 2:00 A. M. Wednesday morning, Joe Auerbach descended upon George Zirker of the Racine Confectioners' Machinery Co., demanding that he find some candy for his wife. "She has an overpowering craving for candy," said Joe, "and when she craves something I've got to satisfy her." So those of us who had inside rooms, facing the court, were treated to the queer spectacle of George stalking the night watchman and prowling around under the big dome trying

to annex some candy for Joe's wife. Fortunately for Joe, George happened to remember the Confectionery Buyer exhibit and rifled the show cases of a couple of Milky ways and Mason mints. There will be no charge made for these bars you swiped, Joe; it all comes under the heading of advertising.) What gets us is that Joe hasn't got his wife trained so that when she calls out for candy in the middle of the night she asks for 7-11's.

#### **Convention Turnout Vindicates Selection of West Baden**

Heavy registrations at the Convention vindicated the judgment of the officers of the N. C. A. in holding this year's convention at West Baden. The dignity, grandeur and inspiring atmosphere of Pompeian

### **As Reported by The Shades of Robert Randolph**

Court never ceased to be impressive. The dearth of "extra-territorial" attractions kept the crowd together more than in previous years, while the recreational facilities of the hotel grounds did not fail to provide sport and relaxation to those so minded. A check up of the hotel registrations at the West Baden and French Lick Hotels revealed that there were 907 Candy Convention people in the Lost River Valley—one of the record convention attendances of the N. C. A. Of course, what a lot of people are asking themselves right now is how in the world did the other four hundred crash the gate without anteing up the five bucks N. C. A. registration fee. We, ourselves, have always contended that the official list of registrations is misleading as

## HIGH-LIGHTS OF THE CONVENTION



Some of the Boys Themselves—Not to Mention a Few of the Ladies

a guide to convention attendances. All in all, though, it looked like a mighty good job, for with all the criticisms which we heard expressed previously concerning West Baden's inaccessibility, it was little short of astonishing how many of the industry's most chronic kickers managed to hobble out there to the golf courses.

### Merle Sidener's Address a High Spot in Convention Sessions

The "piece de resistance" of the opening convention session was the address of Mr. Merle Sidener, President of Sidener, Van Riper and Keeling of Indianapolis. Mr. Sidener's subject, "Consumer-controlled Profits," made a big hit with Mr. Geo. Williamson, Chairman of the Advertising Committee, who rose and introduced himself to the speaker saying that the Advertising Committee had been trying to get the idea of bigger and better advertising over to the industry for the last couple of years but had never been able to get the story across as convincingly as he had. It takes an outsider sometimes to grasp at the meat of the other fellow's problem, doesn't it? (The full text of Mr. Sidener's address is contained in this issue.)

### Or Some New Razorblades, Maybe

Anheuser Bush vied with Franklin Baker Company for the privilege of distributing free newspapers around the convention halls, rooms, etc. Franklin Baker led off with the *Chicago Tribune* and Anheuser Bush countered with the *Herald-Examiner*. Now if we could only have managed to get somebody who would have kept us supplied with fresh socks, everything would have been jake.

### Suppliers of Primary Materials May Be Asked to Co-operate by Using Fisher Body Type Advertising

The suggestion has been made to the N. C. A. Advertising Committee that steps be taken to enlist the advertising support of producers of primary raw materials such as corn syrup, gelatine, aniline colors, etc., by pointing out the mutual advantages to be derived from advertising direct to the consumer the wholesomeness and desirability of their respective products as ingredients in confectionery, bake goods, ice cream and other manufactured products. This type of indirect advertising copy has done much to put over Fisher Bodies, Lycoming Mo-

tors, Timken Bearings and other products familiar to the motoring public. Fundamentally, there is no reason why the same intelligent type of copy, properly prepared, cannot be used to break down the sales resistance to candy and other food products which is believed to exist because of the failure of these producers of primary materials to get across to the consuming public a convincing story of the purity and wholesomeness of their respective products.

There were fewer dislocated shoulders at the convention than at any similar gathering which we have ever attended. Evidently, the strain of reaching for the meal checks is not so great under the American plan. It was a great opportunity for suppliers to hold up their end by taking their customers to lunch. The usual tendency at conventions—to dine strictly according to family lines—was happily absent.

Jim Booker played his first game of golf Tuesday morning. Says he wishes they had invented the game sooner. He reported his score as 74 but we learned afterwards that he was to try for the second hole Wednesday morning.



**All Went Well on the Fairways**

We are still somewhat at a loss to understand how all ten of the gentlemen who turned in low cards in the open golf tournament at West Baden contrived to beat par (74).

One individual, after studying the scoreboard for a moment, turned suddenly to the man alongside of him and exclaimed indignantly: "Look at that score—that fellow goes around in 87—not a 7 in the whole 18 holes—gives himself a handicap of 20 and turns in a card of 67. It's an outrage, I call it! Don't you agree with me?"

To which his unknown companion replied "Absolutely" and disappeared forthwith. He had himself gone around in 98, taken a handicap of 30, and turned in a card of 68. Can you beat it?

The winners were:

First seven low net:

1. Malcolm A. McDonnell — gross 87, net 67.

2. R. H. Butterworth—gross 91, net 67.

3. R. E. Holmes—gross 98, net 68.

4. John Voneiff—gross 89, net 69.

5. Chas. H. Welch—gross 98, net 70.

6. Mark Campbell—gross 94, net 70.

7. Chas. F. Bunte—gross 101, net 71.

First four high (must have thought they were playing pin-ochle):

1. Hugo Pulver—gross 151, net 121.

2. F. L. Morton—gross 147, net 117.

3. Harry Brown—gross 144, net 114.

4. Edward Westerveldt — gross 139, net 109.

**Defense Work Worries Tobacco Growers**

Max Kelly was given a rousing welcome as he ascended the rostrum to report on the progress of the sweet food industries' defense work against external aggression.

"Our strongest ally is public opinion," said Mr. Kelly, "we must keep it at concert pitch." It was brought to light during Mr. Kelly's report that the Tobacco Growers' Association have appealed to the American Tobacco Company to "cease and desist" from its destructive advertising policies.

**Urges 50th Anniversary Celebration for N. C. A. to Tie in with Chicago Centennial World's Fair in 1933**

E. B. Hutchins, Chairman of the Committee on Education and Research, suggested that plans be got under way now to hold a Fiftieth Anniversary Celebration of the National Confectioners' Association in 1933, co-incidentally with the Chicago Centennial to be held the same

year. As part of the work of the Education and Research Committee, Mr. Hutchins suggested that a history of the industry be prepared as the N. C. A.'s contribution to the progress of the industry. The Executive Committee subsequently passed a resolution to put the suggestion in work.

**Coach "Bob" Zuppke Rallies to Support of Candy**

One of the training secrets of R. C. (Bob) Zuppke, football coach of the University of Illinois, who developed "Red" Grange and other stars, came to light Wednesday afternoon. Mr. Zuppke mounted the speakers' rostrum at this afternoon's session of the Convention and said: "I allow my boys to eat candy moderately while they are in training. If the boys do not want sweets, we do not insist that they eat them. Between the halves of a game we have sugar on hand for those who desire it . . . It is hardly necessary to state that we do not allow our players to smoke."

We found out who it was who was raising all the rumpus in the exposition hall Thursday night. Daddy Goelitz, the Candy Corn King, said he wanted the boys to know it was a convention. Incidentally, he said it was an inspiration to him to see how many of the

boys who suddenly appeared in the French doors surrounding the Court were keeping up with the latest styles in colored pajamas.

As a matter of fact, if someone in one of the inside rooms of the hotel happened to sneeze during the night, anyway, he was pretty sure to wake up the 429 other cliff dwellers whose rooms faced the court.

A great thing about that layout was the ease of inter-room communication. All you needed was a pair of spy glasses and a wigwag system to transport you visually to any room in the whole six stories surrounding the court. A certain clergyman may have had that in mind when he brought his *opera* glasses.

Will the person who invented those postage stamp towels please tell us what one was supposed to dry the other ear with?

**Nichols Sounds Keynote of Third Convention Session**

F. J. Nichols

The keynote address of the Wednesday morning session was

delivered by Mr. F. J. Nichols, of F. J. Nichols Co., Dayton, Ohio. His subject, "Tying in with the Louisville Survey," points the way to a revival of profits in the candy industry. "First get the facts about your business — then use these facts!" Mr. Nichols cited many instances where manufacturers, jobbers and retailers had found the "new way to net profits" by first finding out which motions were made at a loss and which at a profit. His talk electrified his auditors:

"Research is the basis for all profitable business operations—especially, distribution. That doesn't mean two guesses and one fact—but get *all* of the facts. Then you can

## HIGH-LIGHTS OF THE CONVENTION

apply the right answer . . . The consumer is in the saddle . . . tastes are being refined . . . so take heed. . . .

"The trend is toward larger units in every business activity; 3.8% of all concerns are doing 92.2% of all the business! . . . A Louisville jobber increased his sales \$3,000 by cutting off 87 retail accounts. Eliminating the deadwood released time for his salesmen to properly service fewer and better stores! . . . The candy industry has dug a hole. Now if you will fill it with a foundation of facts, you can build a structure as high as you like."

Mr. Nichols was given a resounding hand by the convention.

### What? Panhandling Again?

B. E. C. Gillette of National Equipment Co., was being perambulated around under the big dome in a wheel chair Thursday morning, his leg in a plaster cast. He had a tin cup and a lot of pencils and seemed to be making up fairly well for the equipment business that got away from him while he was laid up at the Louisville hospital during the early part of the week. Mr. Gillette broke his leg while out on the golf course Sunday.

Mr. R. L. Purdon of the Department of Commerce reported for Mr. Wm. F. Heide on the survey work, of the past year. Plans are being laid now for a continuation of the Department Survey which will give the candy industry a progressive picture of economic changes taking place within the industry.

It was announced at the Convention that on May 31st, in view of the fact that public opinion had forced the American Tobacco Company to withdraw from the air its anti-sweets slogan and so-called "tainted testimonial" campaign against the sweet foods industries, the National Food Products Protec-

## Dept. of Commerce May Make Cost Accounting Surveys for Individual Candy Manufacturers

Mr. Gorton James, Chief of the Domestic Commerce Division of the U. S. Department of Commerce arrived on the noon train Thursday to address the afternoon session of the Convention on cost accounting. Mr. James discussed with the industry the possibilities of co-operation between his department and the manufacturers in preparing cost accounting surveys similar to those which were worked out by the government for the grocers in Louisville.

### Dr. Howe Discusses Earning Power of Industrial Research

From Dr. Harrison E. Howe, Editor, *Industrial and Engineering Chemistry*, came a pictorial review of the progress of other industries "before and after" undertaking programs of Industrial Research. His subject, "The Earning Power of Industrial Research," struck one of the two major keynotes of the convention, viz., co-operative advertising and co-operative re-

search. The Doctor's address was made particularly striking by a display of typical products to which the principle of co-operative research has been applied with revolutionary results. He said: "The industries that conduct research do so because it pays. Research pays when it guards raw materials and finds equivalents, thereby widening the possible choice. It pays when it leads to the control of production, thereby avoiding seconds, particularly in those days of high labor and equipment costs. It pays when it commercializes wastes as by-products, and when it devises totally new products for industry, as for example, in the perfection of synthetic resins, rayons, cerelose, and reclaimed rubber. It pays when it reduces the cost of production and when it speeds production that overhead may be minimized. It pays when it protects guarantees, when it helps to break monopolies, to avoid surprise, and when it both creates and saves an industry."

## Higher Death Rate Among Girls Laid to Smoking

A report containing statistical reports presented at the annual Convention of the National Tuberculosis Association held in Atlantic City,

May 29th was published in the New York Times, May 30th. The article is headed:

"Find Tuberculosis Gains Among Girls

Physicians at Convention lay rise to smoking, late hours and inadequate diet; victims of "Flapper" Age; death rate, 50% greater than among boys five years ago, now is shown to be 100% higher."

The point is made by the National Food Products Protective Committee that the case now demands legislation and not merely regulation. "The Committee will continue its aggressive work until the cigarette interests have withdrawn their attack upon public health by urging young women to diet by the nicotine method," said Mr. Kelly.





## National Confectioners' Ass'n Takes First Step Toward Program of

# Better Retail Merchandising

Neglected Phase of Manufacturer Activities  
Constructively Presented in Retail Exhibit

Arranged by

*The Confectionery Buyer*

**F**OR the first time in the history of the industry, attention has been focused on the need of cooperative action to bring about an improvement of the merchandising conditions under which candy is being sold and displayed in large and small retail outlets.

A carefully planned retail merchandising exhibit, sponsored by the National Confectioners' Association and arranged through the cooperation of THE CONFECTIONERY BUYER and THE MANUFACTURING CONFECTIONER, occupied a prominent four-booth section of the Exposition Hall at the 46th Annual Convention of the As-

sociation which was held at West Baden, Indiana, June 3rd to June 7th.

The thought behind the exhibit was to impress upon the manufacturers, as well as upon the trade generally, the fact that their job is not done until their products arrive in the hands of the ultimate consumer—and that no amount of research applied to the producing end of the business will put candy across as it should be put across until they make it their personal business to see that it is appetizingly and effectively presented in the places in which candy is sold.

No utopian merchandising formula was





Exhibit Arranged by the Confectionery Buyer at the 46th Annual Convention of the National

claimed to be had by the sponsors of the exhibit, which was seen merely as a step toward the comprehensive program of retail development which must be undertaken by the manufacturers with the cooperation of their jobbers and salesmen.

"This is the most constructive exhibit on the floor," said Mr. Scott, vice-president of the General Electric Company. "You are on the right track," said W. C. Dickmeyer, who voiced the sentiments of many leaders in the industry.

Several large jobbers commented very favorably on the undertaking and expressed themselves as being whole-heartedly in accord with a program for cleaning up backward and inefficient retail outlets.

The following key to the descriptive charts and display fixtures which accompanied the exhibit makes clear the purposes and scope of this proposed program for "Bigger Profits Through Better Merchandising." It is worthy of study.

#### PURPOSES OF THE EXHIBIT:

1. To stimulate individual and cooperative action toward an organized program for better candy retailing.
2. To show instances of progress and trends in the candy merchandising and indicate specific studies which might logically be made as first steps in a profit-building program for candy industry.
3. To help visualize the importance of putting our own house in order, especially the retail outlets into which we expect the public to come and taste our wares.

A PANORAMA photograph of the entire exhibit is reproduced above. Each unit in the display is given a number for convenience of our readers in following the description of the exhibit:

#### BEFORE and AFTER Picture

Nos. 2 and 4 are 4-foot cigar cases. In that to the left (No. 2), the top of the case was practically covered with candy bars in their original boxes—some of them half empty—and typical of the average counter and cigar case, especially in drug stores, grocery stores and restaurants.

On top of case No. 4 was a modern type of bar goods display case. It is open in the front, shows 27 kinds of 5c and 10c specialties—besides providing display space for 10 or 12 varieties of mints and

gum. All are accessible to the customer.

The case is of plate glass and each of the 27 "pigeon holes" will hold just about 24 average-size candy bars.

We know of many instances where such a change in the set-up of a bar goods display has resulted in a very great improvement in the volume of candy sales in retail outlets of different types.

There are many other ways to achieve the same result. For example, there is a "step" fixture on which bar specialties may be stacked upon a series of three, four or five shelves or steps. The principle in back of all of these better merchandising displays is to get a neat, orderly-looking display of the goods—exposed in such a manner that customers can sell themselves and help themselves without attention



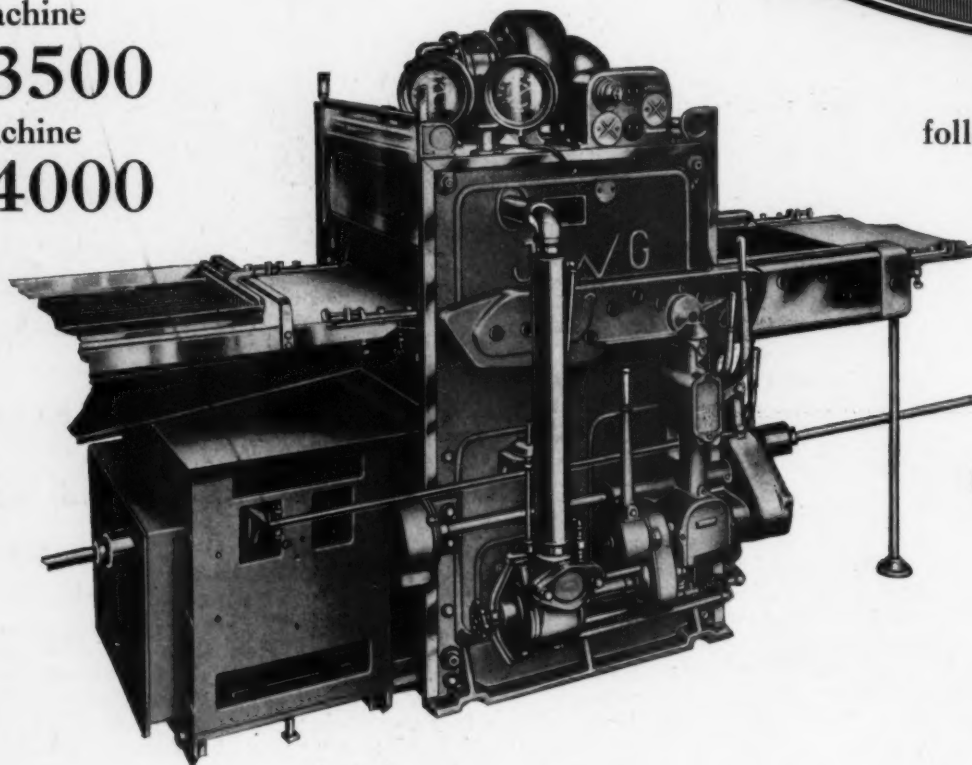
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# THE GREER STANDARD COATER



24" Machine  
**\$3500**

32" Machine  
**\$4000**



Made in  
following sizes:  
16", 24"  
and 32"

Greer C  
Mach  
Ens  
Greater  
*Why not invest?  
may save you  
of do*

The advent of the Greer Chocolate Coating machines seven years ago marked the first real improvement that had been made in coating machines for many years.

Constant improvement is the only way by which the modern manufacturer can keep his machines up to your needs. We realize this fact and are constantly striving to improve our machines. We do not wait until forced by competition to make improvements. We are always far ahead of competition. Greer Coaters have always been and are now the proven superiors to all other coating machines.

Greer machinery is sold on its own merits—not by salesmanship alone. All we ask is the opportunity to demonstrate in your own plant the wonderful results which can be obtained on Greer Machines. Please let us know if we can be of service.

**J. W. GREER**

Manufacturers  
Machinery

119-137 Windsor Street



**GREER**  
Machinery  
Dividends

# THE GREER MELTING KETTLE

in  
sizes:

Made in  
Following sizes:

100 lb., 300 lb.,  
500 lb., 1000 lb.,  
1500 lb., 5000 lb.

Motor  
or  
Belt Drive

er Chocolate  
Machinery

Ensures  
Greater Efficiency

not in... It  
save you...  
of do...



The Outside  
surface is ma-  
chined—NOT  
painted—The  
older the kettle  
becomes the  
better it looks.

There is no  
paint to blister  
and peel off  
leaving rough  
and bare spots  
where dirt can  
collect.

Zerk system of  
oiling used.

When the Greer Line of Kettles were placed upon the market over four years ago they met with instant success. They simply sold themselves—there was no need to point out their many points of superiority to other Kettles. These points were immediately noticed and appreciated by the candy manufacturer.

All Bearings are removable and are positively and easily oiled.

**GREER COMPANY**

Manufacturers' Sectioners'  
Machinery the Dividends

Street AMBRIDGE, MASS.

Large water jacket ensures even heating or cooling.

Opening in base is large enough to permit removal  
of gears.

Efficient Agitators thoroughly mix chocolate.







One Section of "Better Merchandising" Exhibit at N. C. A. Convention, West Baden, June 3-7, 1929

shelves on which package goods were displayed, although steel dividers (adjustable both ways) are available for displaying bar goods if desired. This is a very flexible and practical type of fixture which can be used to advantage in almost any type of store. It is very attractively finished and mounted on castors so that it can easily be moved about. Touch and sight are given a good opportunity to function with this type of fixture.

(Four unit spaces were originally reserved for this exhibit, but only three were available when the booths were set up. This explains the crowded appearance of the display; three other types and sizes of this

metal floor display fixture were almost crowded out. One of them appears back of the cigar cases and the other two were placed in the adjacent booths occupied by *The Confectionery Buyer* and *THE MANUFACTURING CONFECTIONER*.)

(Continued on page 62)

The first essential of good retailing is a sanitary conscience and next, a sanitary consciousness. The message to the right is fundamental to a proper respect and appreciation of candy—the "elite of food products"—both inside and outside the confectionery industry.

#### Reaction to the "Better Candy Merchandising" Exhibit

No claim was made to set up a model candy display. This exhibit was prepared on very short notice without adequate time or facilities to make any finished demonstration of candy merchandising. This exhibit did accomplish its purpose, however, by showing the economic importance of a research program applied to candy distribution and the application of service-salesmanship to the retail candy outlets of this country.

#### CLEAN UP OR CLOSE UP

Sanitary safeguards surrounding the manufacture of confectionery are of little avail unless wholesalers and retailers also handle and display their stock with the same careful regard for cleanliness, sanitation and hygiene.

#### Check Up on Sanitation Hazards

in jobbers' and retailers' stock-keeping methods. Also on personal hygiene and habits of stock clerks as well as retail sales people who handle candy before the eyes of customers.

"You are on the right track."—L. C. Blunt, W. C. Nevin Candy Co., Denver.

"Send us photograph of this exhibit to appear in our house organ (*Schrafft's Magazine*), which goes to fifty thousand candy retailers."

—G. M. Gleason, Sales Manager, W. F. Schrafft & Sons Corporation.

"We would like to use a photo of this exhibit in connection with our mailing campaign to jobbers and retailers."—C. E. Gheens, Bradas & Gheens, Louisville.





The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month, he picks up at random a number of samples of representative candies. This month it is jelly work and gum goods; next month it will be summer specialties. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

## Gumwork

### 19c to 80c Range in Gums Produces Wide Discrepancy in Quality

#### Code 6A 29

##### Spiced Drops, 20c lb., Sold in Bulk

(Purchased in a 5 and 10c store, in Chicago, Ill.)

**Crystal:** Fair. Very fine and partly gone.

**Colors:** Good.

**Flavors:**

**Lemon:** Good.

**Wintergreen:** Good.

**Violet Color, Cinnamon Flavor:** Too strong.

**Peppermint:** Good.

**Texture:** Good.

**Remarks:** At the price, these are very good spiced drops, the flavors being exceptionally fine. However, a little more care should be taken in crystallizing these goods.

#### Code 6B 29

##### Asst. Gum Drops, 80c lb., Sold in Bulk

(Purchased in a retail store in New York City.)

**Package:** Packed in a plain stock box.

**Crystal:** Very good.

**Colors:** Good.

**Flavors:**

**Rose:** Too strong.

**Lemon:** Good.

**Orange:** Could stand more flavor.

**Licorice:** Good.

**Mint:** Had a flavor something like

peppermint, but was not good tasting.

**Texture:** Very good.

**Remarks:** This would have been a first rate assortment of gum drops if all flavors had been good.

#### Code 6C 29

##### Asst. Spiced Strings, 80c lb., Sold in Bulk

(Purchased in a retail chain store in New York City.)

**Package:** Packed in a plain stock box.

**Crystal:** Poor. Partly off and blistered. Not a good looking string.

**Colors:** Good.

**Flavors:**

**Lemon:** Good.

**Orange:** Good.

**Licorice:** Good.

**Rose:** Hardly any flavor recognizable.

**Green:** No flavor could be detected.

**Texture:** Good.

**Remarks:** Flavors were poor or lacking and crystal work improperly done. These strings could be greatly improved upon with a little care and attention to detail.

#### Code 6D 29

##### Gum Drops, 80c lb., Sold in Bulk

(Purchased in a retail chain store in New York City.)

**Package:** Packed in a plain stock box.

**Crystal:** Blistered. Some pieces showed spots where the crystal had come off. Not a good looking gum drop.

**Colors:** Good.

**Flavors:**

**Orange Colored:** Hardly any flavor recognizable.

**Rose:** Good.

**Lemon:** Good.

**Licorice:** Good.

**Texture:** Good.

**Remarks:** This sample of gums at 80c a lb. is considerably below par. The crystal work was poorly done, causing them to look like 40c goods.

#### Code 6E 29

##### Gum Drops, 19c lb., Sold in Bulk

(Purchased in a chain department store in Chicago.)

**Crystal:** Partly gone. Blistered, and applied too heavy on the green.



## THE CANDY CLINIC

**Colors:** Good.

**Flavors:**

Lime: Good.

Lemon: Cheap flavor used.

Rose: Very faint.

Orange: Good.

**Texture:** Very good.

**Remarks:** At 19c a pound retail, enough said.

**Code 6F 29**

**Gum Drops, 35c lb.**

(Purchased in a drug store in Chicago.)

**Box:** White wrapper printed with name in blue, faces of boys in orange and green blocks.

**Appearance of box on opening:** Very good. Pieces all cupped and in place.

**Crystal:** Dutch crystal used.

**Colors:** Good.

**Flavors:**

Lemon: Very faint.

Licorice: Good.

Orange: Fair. Poor orange flavor.

Rose: Good.

Peppermint: Good.

**Texture:** Outside of pieces partly grained.

**Remarks:** This is a novel package of gum drops and should prove a good seller. Has excellent sales appeal for this class of merchandise. If more care is taken in putting on the Dutch crystal, these gums will not grain. Do not wet gums too much when putting on "crystal."

**Code 6G 29**

**Jelly Beans, 1 lb., 19c, Sold in Bulk**

(Purchased in a chain drug store in Chicago.)

**Finish:** Good.

**Flavors:**

Lemon: Fair.

White: Tasted flavorless.

Red Colored: Tasted flavorless.

Orange Color: Tasted flavorless.

Rose: Flavor good.

Violet: Flavor good.

Licorice: Good.

Lime: Good.

**Texture:** Good.

**Remarks:** Even at 19c a pound, a little more flavor might be used.

**Code 6H 29**

**Sugared Gum Drops, 12 oz. 50c**

(M'd. in Springfield, Mass.)

**Appearance of package:** Attractive for this type of goods.

**Box:** Patriotic package. White wrapped box, red and blue fine stripes 1 1/4 inch from each end. Cream colored center, name in blue; red, white and blue shield in center.

**Appearance of goods on opening:** Gum drops in red, white and blue cups, but not in order. Box packed too loose. Sugar used was too fine, causing gum drops to look dusty and old.

**Raspberry Gum Drops:**

Color: Good.

**Flavor:** Good.

**Texture:** Good.

**Lemon Gum Drops:**

Color: Good.

Flavor: Slightly off.

**Texture:** Good.

**Orange Gum Drops:** Wrapped in blue star foil.

Color: Good.

Flavor: Fair, not a very good orange.

**Texture:** Good.

**Remarks:** At the price received by the retailer for this box of gum drops, a better crystallized gum drop can be made. As a rule a sugared gum drop is a cheap product. Somehow, it does not look like 60c a pound. We also suggest that this box be given a glassine wrapper.

**Code 6J 29**

**Mint Marshmallow Cuts, 80c lb., Bulk**

(Purchased in a high grade retail store in New York City.)

**Appearance of cuts:** Good. Top and bottom, green starch jelly, center of sheet marshmallow.

**Color:** Good.

**Flavor:** Very good peppermint is used.

**Texture:** Good, both jelly and marshmallow.

**Crystal:** None; sugared.

**Remarks:** These goods are sold in 5 lb. bulk boxes and retail at 80c a pound. Some of the retail stores are getting as high as \$1.00 a pound for it. It is a mighty good eating piece of candy when made right, as was this sample.

## What's Wrong With Crystal?

—wherein the answer is provided by  
a practical candy superintendent

By ERIC LEHMAN



UM goods, such as Jelly Gums, hard gums and pastel work appear to be slowly but surely "going out." The so-called "A. B. gums" seem to be about the only type of gum work that is really selling. Of course, price is a big factor in this class of goods. A. B. gums are being sold all the way from 20c to 80c a pound, and some of them are a disgrace to the candy business. The old high-class genuine "gum goods" sell at high prices and apparently the public is not willing to pay these prices for so-called Gum drops. True, there is a small amount of "true gum" work being sold, but it is only found in the higher class retail stores. The public seems to like A. B. gums and possibly the price has something to do with it.

It is regretted, however, that crystal work is becoming a "past art." Some of the samples examined were anything but good crystal work. Blistered, spotted and dull goods are in the majority. Only a

few years back, goods in this condition would never have been permitted to leave the factory, but so far as gum goods are concerned, anything seems to go today.

A number of firms no longer even take the trouble to crystallize their goods. They merely "sugar" them. Some of them do steam-crystallizing, but both products look cheap when they are finished. Sugaring is all right for really cheap candy. Steam crystal, if put on properly, makes a fair-looking crystal, although nothing to compare with the clean, bright sparkle of regular crystal. Where proper care is taken in cooking starch gums, and where they are left in the hot room for a sufficient length of time and sugared properly, there is little excuse for bad crystal work.

### A Shaky Situation

I received some samples of gum work a short time ago accompanied by a letter explaining that this factory formerly turned out fine crystal gums but that their goods had not been coming out right for some time. After examining these gums, I must confess that I was entirely "at sea." They were of very good quality and appeared to have been made right, although the crystal did look as though it had grained slightly. I subsequently visited the plant where the gums had been



made and discovered the trouble. This man had a good crystal room, and no doubt had been getting fine crystal up to the time he installed a ball beater on the same floor—in fact *two* ball beaters. These beaters were forty feet from the crystal room. The candy man making the fondant also made the crystal syrup. He would cook the crystal the first thing in the morning and let it stand in 25 gallon tanks all day to cool. But with both ball beaters running most of the day the vibration which they set up kept the crystal in constant agitation—which of course spoiled the crystal. Another factory having trouble with crystal found it to be due to some hangers being loose on the ceiling of the floor below.

For good crystal work, it is absolutely essential to keep your syrup in a place where there is no vibration of any kind. The crystal room should be situated away from all elevators, grinding machines or chocolate shakers. The common failing to use crystal syrup over and over a great number of times is also productive of poor crystal work. Two or three times at the very most are all that your sugar will stand. It is pretty well "killed" after the second boiling. One must also be careful not to use too much water in boiling crystal syrup as water will also "kill" your sugar. About 2½ to 3 gallons of water is sufficient for 100 pounds of sugar. Boil the sugar fast and remove it from the kettles as rapidly as possible; transfer the syrup to the cooling place and then do not move it until you are ready to pour.

#### Need Fast-Moving Water

Crystal cookers or coolers should be cleaned out after each cooking, making sure that all of the cooling pipes are working. If you cool your syrup in tanks, the water pressure must be high enough to maintain a rapid circulation of water through the cooling pipes. Slow-moving water resulting from low pressure will spoil your crystal, as the water will be warm shortly after it starts going through the cooling pipes and consequently will not cool your syrup fast enough.

Unless you empty your tanks every day you will have trouble

## Are You Dissatisfied With Your Gumwork?

*—an occasional glance around you at what the other fellow is doing will broaden your perspective and help you to originate new ideas of your own.*

*—The Candy Clinic simplifies the task by searching the highways and byways of the candy mart for you. Alertness is the price of progress.*

with sugar settling on the bottom, and when you pour or pump a new hot crystal into this tank, it will grain the crystal and cause an endless amount of trouble. In a tank where you both cook and cool, make certain that all of your mixers are working so that no sugar will settle to the bottom, and that you have a good pressure of cold water.

When sugaring goods which are not intended to be crystallized, one must be careful not to wet the goods too much. One of the best syrups to use is a thin gum syrup. After sugaring, put the gums in a hot room for a short time to dry; let cool before packing.

ber of wire trays handy. The work should not be piled on the trays. Have only one layer on a tray, and get the trays into the hot room as quickly as possible or you will not have a bright sparkling crystal. If your goods are left standing for any length of time after steaming, the moisture and heat from the steam will melt the sugar and spoil the appearance of the work.

The same holds for hot crystal work on jellies, etc. Be sure to have only one layer of goods in your pans and not to leave the syrup on the goods too long.

Crystal work is fairly simple and fine results can be obtained if a little care is taken and conditions are right. But you can't just locate your crystal room in "any old place" in the factory. You must select the right place and give your man the right sort of kettles etc., to work with. Then, if your candy-maker knows his business, you will have no difficulty in producing first-class crystal goods.

#### THE CANDY CLINIC

22-42 CORTLANDT STREET  
NEW YORK CITY

R

Eric Lehman Says:—

*Real crystal work is going out because not enough manufacturers are willing to take the trouble or go to the expense of making it properly. Do you agree with him?*

*Eric Lehman*  
SUPERINTENDENT

For steam crystal work, dry hot steam is needed and as this method is designed for very quick work, you will want to have a large num-

#### Industry Adopts "Push-Pull" Twins

The "Push and Pull" twins seem to have been adopted by the candy industry. Merle Sidener of Indianapolis says the candy manufacturer should stop pushing at the production end of the candy distributing pipe and get busy and pull harder at the outlet where the consumer spends his money. He says bigger and better advertising is the way to do it.



# Consumer-Controlled Profits

—MERLE SIDENER of Indianapolis, Paints Vivid and Convincing Picture of Candy Merchandising Opportunities

*In Keynote Address to the Opening Session of the 46th Annual Convention of the National Confectioners' Association at West Baden*

**A**BOUT three hundred years ago Henry Hudson sailed away from Amsterdam seeking a new route to India and six months later he dropped anchor in what is now known as New York Harbor. The other day the President of the Chamber of Commerce of The Netherlands, in New York, lifted the hook of the telephone and almost instantly was in communication with the Secretary of the Chamber at Amsterdam.

The first speed regulation was an ordinance in Fredericksburg, Va., against galloping a horse down Main Street. In the early '60's Harper's Bazaar was seriously criticized for printing the faces of women in its publication. The exposure of the ankle at that time was regarded as immoral. *Times* have changed!

Times are still changing. Times are going to continue to change. I heard Capt. Eddie Rickenbacker, that Ace in the air service of the United States during the World War, say the other day that a leading railroad man had told him that within fifteen years there would be no passenger trains on the railroads—that all local traffic would be by automobile bus and all long distance travel by air.

## Rickenbacker Predicts Style Shows by Television

Rickenbacker predicted that within a very short time a department store in Los Angeles, instead of sending its buyers across the country to New York to attend the Style Show, there selecting that which they thought their customers might like, having it shipped laboriously across the country to Los Angeles and there finally arriving after the women had changed their minds and didn't want that particular merchandise, that store in Los

Angeles would invite the key buyers, the key women of the community, into the store and there, on the day and at the hour when the Style Show was put on in New York, those leaders in Los Angeles would sit there and on a screen, by television, see the show in New York, by radio hear what was said; that immediately thereafter the buyers of the store, circulating among the women and finding what they'd like to have, would send an order to New York by radio; that that evening the goods would be shipped from New York by airplane and eighteen hours later would be on sale in Los Angeles.

Now when I heard that I smiled a little. Most everybody else smiled a little and Eddie said, "I see you smile. How long ago was it that you smiled when they said you'd be riding in the air at all?"

We had to admit that things were taking place. Men, the times are changing and unless men in business today are aware of that fact, they are going to be out of business shortly.

The President of the United States a few years ago appointed a committee and that committee has recently made a report. It is called the Committee on Recent Economic Changes. Herbert Hoover was the Chairman of that committee when it was appointed and of course subsequently became President and A. W. Shaw continued as Chairman of that committee. If you men haven't obtained a copy of that report, you will want to get it because reading it in the light of the things we know, just taking judicial knowl-

edge of things as they exist, that committee has made a tremendous contribution to business.

## Balancing Production and Consumption

I'd like to read, if I may, just two or three paragraphs from that committee's report. By the way, I have here a copy of the conclusions of the committee as re-printed by the Irving Trust Company of New York, and I assume anybody could get it if they would write there for it. The total two-volume report is, I think, obtainable through the Government.

This Committee on Recent Economic Changes says this:

"Acceleration rather than structural change is the key to an understanding of our recent economic developments. Gradually the fact emerged during the course of the survey that the distinctive character of the years from 1922 to 1929 owes less to fundamental change than to intensified activity.

"Invention is not a new art. Transportation and communication are not new services. The facilitating function of finance is older than coined currency. Agriculture is as ancient as history. Competition is not a new phenomenon.

"None of the changes in distribution on which emphasis has been laid in the last few years is basically new. Hand-to-mouth buying is old. Sudden change in style and demand are familiar. There is no new principle in installment selling. Cooperative marketing is no modern discovery. The chain store movement dates back at least twenty-five years, but the breadth and scale and tempo of recent developments give them new importance.

"But while the period from 1922 to '29 has been one of intense activity, the committee noted that this





activity has been spotty. Certain groups have been more active than other groups, certain industries busier than their neighbor industries, and certain geographical areas more prosperous than other areas."

This is the point I want to get out of this committee because I think for this group of men here it is particularly informative and important:

"In the marked balance of consumption-production, for example, the control of the economic organism is increasingly evident. With the development of a stream of credit to facilitate business operations and with flexible power to energize industry and to increase the effectiveness of the workers, has come an increasing evenness in the flow of production.

"Once an intermittent starting and stopping of production and consumption was characteristic. It was jerky and unpredictable and over-production was followed by a pause for consumption to catch up.

"For the seven years under survey, a more marked balance of production-consumption is evident. With greater knowledge of consuming habits, with more accurate records of the goods consumed, a sensitive contact has been established between the factors of production and consumption which formerly were so often out of balance."

#### The Consumer Controls

That is the conclusion of a group of business men dealing with what sometimes we think of as an intangible economics, translating it for you and for me in the terms of our every day business experience and the reflection of that report to me, men, in this: That the greatest discovery of economics in the day in which we are living is the fact that the consumer controls; that only as the consumer uses can we produce; and that too much of the time we business men have been near-sighted, mentally near-sighted and we haven't looked far enough to see that after all our problem isn't the dealer and the consumer, —our problem is the consumer, the ultimate consumer, that one hundred and fifteen or twenty million people in this country upon whom we must depend for our production.

In other words, the consumer controls production, the consumer controls sales; therefore, the con-

sumer controls our profits. What the consumer prefers is what we will provide. His preference may be influenced. As a matter of fact, his preferences have been influenced. If he prefers a cigarette, he has been influenced. *Perverted tastes must be promoted. A taste for sweets is natural.*

Now let us get something out of what our enemies do sometimes. If the enemy, "busting" up against

#### The Taste for Sweets Is the Natural One

**"THE greatest discovery of economics in the day in which we are living is the fact that THE CONSUMER CONTROLS . . . what the consumer PREFERS is what we will provide. His preference may be influenced. As a matter of fact, his preferences HAVE BEEN influenced. If he PREFERS a cigarette, he has been influenced. Perverted tastes must be PROMOTED. A taste for Sweets is natural."**

human nature, has been able to promote a perverted taste which has hurt us, then I should say that we ought to take a fairly good look at ourselves because we had an advantage in the beginning. The taste for the sweet was a natural taste.

#### Making Consumer Want What We Have to Sell

In 1926 the one hundred and fifteen million people in this country had an income of fifty billion dollars, which was a 43% gain in five years, and our people today have the highest standard of living in the entire world. They are able to buy. It is true that although they have more money with which to buy there are more things to buy and there is more competition for their dollar. Nevertheless, let us not be near-sighted again and fail to recognize the fact that the money is there with which to purchase that

which people want to purchase and that it comes back to us again, then, at the producing end, to make those people out there want what we have to sell instead of something else.

I have a chart here. It isn't a work of art, it is simply a chart to try to illustrate this thing I am talking about that you and I may get a definite, practical impression of it. It illustrates how goods are distributed. It is what I call the distribution pipe which carries the merchandise from HERE, where produced, to THERE, where consumed.

I want you to get in your minds, so you will see how clearly and simply this distribution thing runs, that it starts over there at a point where the merchandise is produced, it passes into the pipe which is to convey it to the point out here where it is consumed and in that distribution pipe are a couple of valves—in our case, paradoxical as it may seem, the wholesaler and the retailer.

The wholesaler and retailer are a very important factor in distribution. I am not discounting that but from your and my standpoint, I am looking at them to see just how much they contribute. The fact of the matter is, you and I know that if it were possible for our goods to flow immediately from our factory into the consumer's hands, it would flow with less friction and less resistance, but it has to get down into there and get up as far as the wholesaler, and if the wholesaler isn't as interested in my product as I am, he doesn't push it as hard as I would. Therefore I say that valve is partially closed. It is open only in the proportion that we may obtain the cooperation of the wholesaler in helping to move our goods.

#### As Helps, They're Hindrances

The same thing is true with the retailer. I put them in there as obstacles, without criticism. The retailer and the wholesaler have their own problems. They have something else to do besides sell your and my goods—but there is a condition there that you and I must take into consideration: That is, that as helps, they are hindrances—in so far as they slow down the distribution past them as freely as it would flow if we didn't have to take them into consideration.

Just a little farther down the pipe you find a couple of obstruc-





The Eye-Filling Panorama of the West Baden Springs Hotel and Grounds

tions in the pipe and one I have labeled "indifference" and the other "ignorance"—applying that particularly to candy. You and I know that if the hundred and fifteen million people of this country were actively interested in getting hold of candy, we'd have a much more rapid flow of candy through the distribution pipe—but there is a lot of indifference. They are just passive to us.

Then there is a lot of ignorance which has been created to some extent by misinformation. That results in ignorance. If a person is misinformed, then he is ignorant of the facts.

Those two things are the chief obstructions, I think, we have in selling candy—we have to overcome indifference and ignorance.

The point of the thing is, men, that out here (at the lower end of the distribution pipe) is the controlling point . . .

Remember that over here at the beginning, where the merchandise is flowing into the distribution pipe, the merchandise will not feed into the pipe any faster than it flows through. Just as a point of mechanical engineering, I think we can accept that. You are not going to get your candy in at the source any faster than it flows *through* the pipe, once you get the pipe filled up.

Secondly, the rate of flow through the pipe depends on the

consumption at the outlet. It is perfectly obvious. It isn't going to go through that pipe any faster than it will go out at the lower end.

Finally, the volume of consumption is determined by the knowledge and the friendliness and the interest of the millions at the lower end—three perfectly obvious facts, men, but sometimes we don't always think of them in just the way we should.

Additional pressure at the source isn't going to make the flow any faster. You can cram it in there and you can send your salesmen out and overload your dealers and wholesalers but you get it up to a certain point and she will back up on you! And additional pressure at that end alone isn't going to make the flow any faster.

#### Don't Push—PULL!

Over-expanded production facilities must be balanced with increased consumption. That is obvious, there's nothing new about it. But sometimes with our near-sightedness we think "Well, I've got to push harder." The fact of the matter is, fellows, instead of *pushing*

harder at the top we've got to create something that will *pull* harder at the outlet. We've got to put a suction pump on at that end of the pipe and help pull the stuff through in order that we, as we push it in at the top, can be sure that it will keep on going through.

The dealer can't sell anything that the consumer does not want. "Well," you say, "but the dealer can make him want it." I said, he can't sell anything that the consumer doesn't want. Maybe he can make him want it. All right, then he wants it. But just as a plain starting place, can't we accept the fact that the dealer cannot sell anything the consumer doesn't want, and he doesn't *want* it if he doesn't *know* about it?

How are you going to buy anything you never heard of? It can't be done. The consumer must have knowledge of a product or service before it is possible for him ever to use it. He may be told by the dealer—yes, again the dealer has an important place, but somehow, some way *he* has to be told, he must have knowledge before he can get it out.

A retailer's definition of demand is this: People buy a product when they want it more than they want money. Every purchase is a choice—a choice between your product and the many other things that money will buy. As I said a while ago, that choice may be influenced





Where the 46th Annual Convention of the N. C. A. Was Held

and we, the producers, have the privilege and the opportunity of influencing the choice of the consumer by making him have a friendliness, an interest and a knowledge of our particular product so that he wants it.

#### Create Buying Habits

The President of the Joseph Campbell Company says, "Take your appeal direct to the consumer." Well, I guess we will all admit that Campbell's Soup flows through the pipe fairly steadily. Somebody made inquiry in a little country store the other day about Campbell's Soup—as to whether they *kept* it. The proprietor said, "No, we don't *keep* it. We *can't* keep it. People take it away from us all the time."

He was sort of grouchy about it. The inquirer said, "How do you explain that?" He said, "How do you explain it that the people just take it away from you all the time?"

The grocer said, "I think they put something in it that makes a habit."

He just hadn't thought through. He didn't understand it was public preference for Campbell's Soup that made it flow. He thought they put *dope* in it so that people got the habit and they had to keep eating Campbell's Soup. It is a habit, but it's a *buying* habit, and it was created deliberately and with malice

aforethought by the Campbell Company.

#### Consumer Preferences Guide Dealer

There is only one dealer influence—that is the consumer. The dealer responds to the consumer influence. Don't misunderstand me. A dealer can sell anything he wants to—sure he can! A dealer can pretty well muss up all the efforts you make. Yes, he can. But a dealer is a human being and after a time he finally takes the course of least resistance, which is to let the customer have what he prefers, and no matter whether he wants or doesn't want to sell Campbell's Soup or Ivory Soap, he sells them because that is what the consumer wants and it is a lot easier and a lot cheaper and a lot simpler for him to handle them.

The public mind is passive toward any product until it is aroused. So long as it has no interest in a thing the public probably makes no effort to get it.

In the last fifty years or so there has been invented that thing which

we call advertising as a means of *influencing* human preferences. Advertising isn't very well understood, either by the most expert in advertising or those who know nothing at all about it. It is too new. None of us can say positively what advertising is. We haven't been able to define it. There isn't any definition for it. It is a new art as yet, certainly not a science.

But men, if we get one thought in our minds, I'm quite sure that any of us would have a better understanding of it. That thought is this: *Advertising* (using the name that we have come to apply to this thing) is an *educational influence*. It is through advertising that we disseminate information. We educate the person who reads. We communicate to him that which we want him to know and therefore it is a force, an educational force or influence. It isn't a tangible thing. We come to look at a page in the *Saturday Evening Post* or a poster or something of that sort as advertising. That isn't advertising. That is an advertisement. It is simply the medium through which the force is sent.

#### Advertising Brings Knowledge of Product to Consumer

That bulb in there isn't electricity. That bulb is merely the medium through which the current, that intangible thing, electricity,





### Candy Different—in Its Advantages Over Other Products!

**“I HAVE looked at the candy business just to see how DIFFERENT it is—and IT IS DIFFERENT IN THE WONDERFUL ADVANTAGES IT HAS OVER A LOT OF OTHER products. People don't have to stay home to eat candy. They can eat candy in the car or on the train or in the ship or in the airplane. They can eat candy while visiting or on vacation or while shopping. They can eat candy any place, any time, any where, under any conditions—and YOU NAME ME ONE OTHER PRODUCT THAT IS BEING MANUFACTURED TODAY THAT THAT APPLIES TO!”**

which you can't see any more than you can advertising, passes and makes light and illuminates.

Advertising is the force or educational power which we put against the human mind to bring it to a knowledge of what we have to sell. I am going into just a little detail there, men, because I think too many of us in business sort of pass advertising by as a sort of necessary evil. Advertising isn't any longer a necessary evil; it is a very important force in business and business men who are using it as it ought to be used are profiting by it.

I saw an inquiry in one of the financial papers the other day as to whether it was believed that Wrigley stock was a good buy, and the answer of that financial paper (that was not an advertising man writing that; it was a financial man) was that the value in Wrigley's stock was in the continued potential earnings due to constantly increasing public preference for that particular product which had been so thoroughly and consistently advertised; that the intangible thing of advertising, poured in and paid for, had created a very tangible value to the company and to the stock, to the securities which were being sold.

There are many who have used advertising intelligently and have put their money behind it, invested in it and have, therefore, created this power out here at the end, this preference for the product which draws it through the pipe and therefore makes it easier to put more in at the source, opens more widely the valves—the wholesaler and the retailer—because they let it flow if somebody wants to pull it through.

#### Advertising Forces Dealer's Hand

Did you ever put a missionary man out and sell a lot of stuff for a wholesaler and have the wholesaler turn you down because all he had to do was to take the profit? No, you never did. You have created

a suction pump. He was perfectly willing to take his dole off as it went by, if he didn't have to do anything else.

The same thing is done when you do advertising except you are doing it in so much wider and bigger way. You can crystallize public sentiment and you can arouse public action to the point where it over-rides all opposition. That is all in the world a mob is—a mob has been sold an idea that it wants to do something and without rhyme or reason it goes and does it and even the law can't stop it. It is merely a crystallization of public sentiment.

Abraham Lincoln wasn't an advertising man that anybody ever heard of, but listen what he says:

*“In this and like communities public sentiment is everything. With public sentiment nothing can fail; without it, nothing can succeed. Consequently, he who moulds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed.”*

I heard Calvin Coolidge, while he was President of the United States, quote that excerpt from some statement of Lincoln and then Mr. Coolidge—and he is not an advertising man, never was; he doesn't talk enough to be an advertising man—said this:

*“Advertising creates and changes this foundation of popular action—public sentiment or public opinion. It is the most potent influence in adapting and changing the habits and modes of life affecting what we eat, what we wear and the work and play of the whole nation.”*



At another time he said this:  
*“It is to be seen that advertising is not an economic waste. It ministers to the true development of trade. It is no doubt possible to waste money through wrong methods of advertising as it can be wasted through wrong methods in any department of business, but rightfully applied it is the method by which the desire is created for better things and when that once exists new ambitions developed for the creation and use of wealth.”*

#### Who Pays the Advertising?

Advertising is a service to the consumer, and consumers don't understand it. Consumers frequently say, “Oh, well, I have to pay for the advertising.” They pay for the transportation costs, too; they pay for the labor; they pay for the raw material that goes into the product; why shouldn't they pay for any service that makes that product, if it is a desirable product, available for them?

Not going into the economics of that, it has been said that advertising costs are absorbed by increased production, etc.—which is true in many instances, but let's assume for a minute that the consumer pays something for it. How much do you suppose he pays for the knowledge that Campbell's Soup is available and is a good soup? Well, it has been figured out and it is so infinitesimally small that you can't add it to the cost; neither the manufacturer or wholesaler or retailer can add it, it is so very small. That is true in many instances.

But let's assume it costs him something. The service of advertising to the consumer is the fact that it gives him dependable information, and knowledge about products and sources of products which are useful to him, and therefore he ought to pay something for it in that case. It is an absolutely useful thing.



### Non-advertisers, Poor Risks

Roger Babson is a statistician and not an advertising man; he deals with cold figures. We may not always agree with all his comments and all his decisions but if we will read him along with other things, we will find he helps just the same as all the other economists help us if we watch them. Babson said the other day:

*"The bankers of the coming generation will hesitate to lend money to a business man who is not advertising, for they know that he is probably due for a deficit. Likewise investors will look more and more keenly into the advertising policies of corporations whose bonds and stocks are offered for sale."*

Now advertisements are in competition with advertisements and the mere fact that you set aside a certain amount of money and start doing some advertising and publishing some advertisements doesn't solve your problem, and if you are dealing with a good advertising agency, as you are dealing with in your cooperative work, you will use that advertising in such a way as gives it at least a reasonable chance to produce returns.

Merely to say, "I am advertising" isn't enough any more than to say, "I am producing." You men all know what the problem of production is and you know that fairly well you have solved that, by very economic pressure you have had to get down the cost of production and you have gotten it down to a point where it is almost a formula. You can add one more machine and one more man and produce that much more goods and you know what it's going to cost you.

But we haven't gone that far in distribution yet. We don't know; we have no formula. We don't know what is the correct method of distribution as yet. It is changing too fast. It is hard to keep up with. No man knows, but we know if we do the best we know how, after study, that we will come a lot nearer getting our results out of our distribution methods.

### Candy Differs from Other Industries—and How!

The same thing is true with advertising. Advertising is just a common sense application of business principles and ought to be operated along that line. I'd just like

to call attention to this: I know each of us in his own line of business figures "My business is different." Yes, if I were in the tobacco business I could do what the tobacco people do. If I were in the reaper business I could do what McCormick does. If I were in the newspaper business I could do what they do."

But, I have looked at the candy business just to see how different it is—and it is different in the wonderful advantages it has over a lot of other products. Listen! People don't have to stay home to eat candy. They can eat candy in the car or on the train or in the ship or in the airplane. They can eat

### Why Not Tell Consumer About It?

**"OVER expanded production facilities must be balanced with increased consumption . . . . But sometimes with our near-sightedness we think, 'Well, I've got to push harder'. The fact of the matter is—instead of PUSHING harder at the top we've got to create something that will PULL harder at the outlet . . . . and just as a plain starting place, can't we accept the fact that the dealer cannot sell anything that the consumer doesn't want and he doesn't WANT it if he doesn't KNOW about it?"**

candy while visiting or on vacation or while shopping. They can eat candy any place, any time, anywhere, under any conditions—and you name me one other product that is being manufactured today that that applies to!

Shoes? Uh-uh! Shoes are in competition with automobiles. You know, the fact of the matter is that the per capita consumption of men's shoes has decreased in the last ten years. It used to be three pairs per capita per year; it is down some place now just a little over two. And what's the answer? Well, the shoe man says the answer is auto-

mobiles. Everybody is riding in automobiles. They don't wear out shoe leather.

### Manufacturers of Women's Shoes on the Job

How about women? Women's shoes have increased considerably per capita and they surely ride as much as the men do. What is the difference? Somebody created a preference for a different kind of a shoe until milady has to have a shoe for every hour in the day and every day in the week. We men, if we have a pair that hasn't a hole in it, just keep on wearing it and nobody ever taught us the economy of two pairs of shoes.

That is the whole story there. Are you any better off than the shoe man? I should say so! The shoe is in competition with the automobile, and the automobile is in competition with furniture. Did you ever hear a furniture dealer cry? Boy! "The automobile and movie sure have ruined our business. Nobody stays home!" What do we in the candy business care whether they stay home or not; they don't have to stay home to eat candy.

Furniture is in competition with clothing. If you have to buy a new bedroom suite or a new dining room suite then, if you're the head of the house, you don't buy a new suit to wear. That's all. You just do without clothing. The ladies buy, but you don't. You have so many dollars to spend and if you have to furnish the house, you don't furnish yourself. Is this so with candy? Uh-uh! It can be eaten in the bedroom or in the dining room or in your clothes, wherever you happen to be, at every place and all the time.

Clothing is in competition with radio. The family wants a new radio set so father doesn't get a suit. Radio is in competition with insurance, for if you have to spend money for insurance, you don't have money for a radio. Insurance is in competition with a vacation trip. But candy goes with everything, and if candy isn't going with everything you put it in your pipe and smoke it—it's your own fault and nobody's else. (Applause.)

### Candy Advertisers Few and Advertising Inefficient

The market is there. The money is there to buy it with. There just  
(Continued on page 59)



# Urge Uniform Code-Dating of Package Goods

## National Confectioners' Association Adopts Uniform Code-Dating System Under Leadership of

PORTER KING

*Chairman, Consumers' Service Committee*

**T**HE PRESENT Consumers' Service Committee grew out of the Returned Goods Committee appointed after the Chicago convention in 1926. Mr. J. H. Daugherty, chairman of this committee, made his report at the Package Goods meeting during the convention at Atlantic City in 1927.

If we remember Mr. Daugherty's report correctly, it stated that in the opinion of his committee, much improvement in the returned goods situation could be brought about by educating both retailers and jobbers in the proper care of package candy, and to endeavor to make them feel their responsibility for delivering fresh candies to the consumer. It was later suggested that the name of the committee be changed to "Consumers' Service Committee."

Under the next chairman, Mr. F. H. Linington, a uniform code for dating boxes was adopted and sent to all members with the suggestion that they endeavor to get all their retailers to use this code in dating their boxes.

Also, "Successful Methods" bulletin was issued to members dealing with successful care of stocks, particularly by jobbers.

The Code of Ethics for the package goods division of the National Confectioners' Association was also adopted and the committee was successful in getting most of the package goods manufacturers to adopt this code and follow it in making their adjustments. The credit for preparation of this code is largely due to the representatives of Norris, Inc., Nunnally Company, and Hollingsworth Candy Company.

### **The Committee's Recommendations**

From the answers received to its questionnaire your committee has

made its recommendations which follow:

1—That every manufacturer of package candy adopt and live up to the "Code of Ethics" in making adjustments on returned merchandise. It is only through a uniform policy that we can hope to keep down the loss on credit adjustments for merchandise returned to a minimum.

After a manufacturer has made his merchandise properly and delivered it in good condition to the individual retailer or jobber so that it will keep for a reasonable length of time under proper care, then there is no reason on earth why his responsibility should not cease.

Competition between manufacturers caused the bad state of affairs existing in the industry several years ago. Your committee, however, is happy to report that many manufacturers have already expressed themselves as being highly pleased with their results since they have put into practice the "Code of Ethics," many reporting that their losses have been greatly reduced.

In the opinion of this committee, the manufacturers' salesmen can do more than anyone else to see that the "Code of Ethics" is followed and it is recommended that every manufacturer thoroughly impress upon his salesmen the fairness of the Code and the necessity of following it to the letter, because occasional exceptions will positively lead to trouble.

Confidence in one another is also necessary if the "Code of Ethics" is going to be permanent. This committee recommends that manufacturers feel free to write to one another whenever exceptions to the "Code of Ethics" are reported. This practice has been followed with a great deal of success among the Southern package goods manufacturers and it has been found that

many reports about one manufacturer's methods to another manufacturer were erroneous, and that most frequently a dealer will play one manufacturer against the other.

It was also recommended that a general letter go out immediately to all manufacturers of package goods asking them if they are following the "Code of Ethics," and if they are not, if they will do so.

2—That educational work be carried on by the manufacturer with retailers in candy he is selling direct, and through his jobbers to the retailers if he is selling through the jobber.

It is suggested that this educational material be inexpensive printed matter prepared by the association, bearing the signature of the National Confectioners' Association and sold to the members at cost. The following material is suggested:

(1) A booklet on the proper keeping of candies in which the retailer is given information on how to care for his merchandise, to include practical suggestions for keeping stock, dating his candy boxes, and to also include extracts from the "Code of Ethics" outlining the policy which the manufacturer will follow in making adjustments on returned candies. One of these booklets with a letter from the manufacturer should be mailed to each of his customers.

(2) Small inexpensive leaflets to follow up this booklet to be used as letter enclosures and in all invoices by manufacturers, each message to bear the signature of the National Confectioners' Association. The leaflets would cover some of the same material as in the book, but would deal more with the importance of fresh candies, the responsibility of the dealer, etc., the object being to make the dealers realize the responsibility for keeping candy

in good condition and delivering it to the consumer that way is his and not the manufacturers.

The advertising and educational department has very kindly consented to assist in the preparation of this material, and it is expected that it will be prepared shortly after the convention, and samples sent to the members during the summer.

3—That each manufacturer put a removable sticker on the bottom of the Cellophane paper and do everything he can to get his dealers to date each package when it is received by using the Code prepared for this purpose which will be included in the booklet mentioned above. Several manufacturers are doing this now and report that they are having fair success with it.

## Package Manufacturers Adopt Code of Ethics

We believe that by concerted effort on the part of all manufacturers to get the retailer to date his packages showing him the importance of doing so that we can get nearly all of them to follow this plan, which when done will greatly assist in delivering fresher candies to the consumer.

4—That this committee continue to work with some of the concerns making mechanical refrigeration and endeavor to place on the market a mechanically refrigerated candy display case which might be sold

at a minimum price. At the convention there will be present representatives from the General Electric Company and the Frigidaire Corporation who will meet with the Consumers' Service Committee, and we hope that out of this meeting something worth while will result.

5—That a general letter be sent out to the entire membership outlining the specific recommendations of the Consumers' Service Committee and urging all manufacturers of package goods to carry out these recommendations.

### Consumer-Controlled Profits

(Continued from page 57)

#### Present Advertising Merely a Start

**"YOU are doing a fine job AS FAR AS YOU HAVE GONE in your cooperative advertising . . . But you are not doing an efficient job out here at the end of the pipe for the candy industry . . . When I began to look through the records the other day of the people that make candy who are advertising, I want to say to you I WAS DUMFOUNDED AT THE FEWNESS OF THEM AND AT THE FEW THAT ARE ADVERTISING WHO ARE DOING A COMPETENT JOB!"**

own industry; there are some of you that are successful and some of you are dragging.

#### Dragging in Spite of Prosperity

There are industries that are dragging just as this committee says—some industries haven't been as active as some other industries.

isn't that *preference* out here at the end for what you have to sell and that's *your* fault because you can't blame anybody else in the world. You're doing a fine job as far as you have gone in your cooperative advertising. I am not here to represent your agency. It isn't my fortune to have personal acquaintance with your agency but I know them by reputation—so I am not here to make any appeal on their behalf, but I will say this, fellows, you are just not doing an efficient job out here at the end of the pipe for the candy industry.

*When I began to look through the records the other day of the people that make candy who are advertising, I want to say to you I was dumbfounded at the fewness of them and at the few that are advertising who are doing a competent job.*

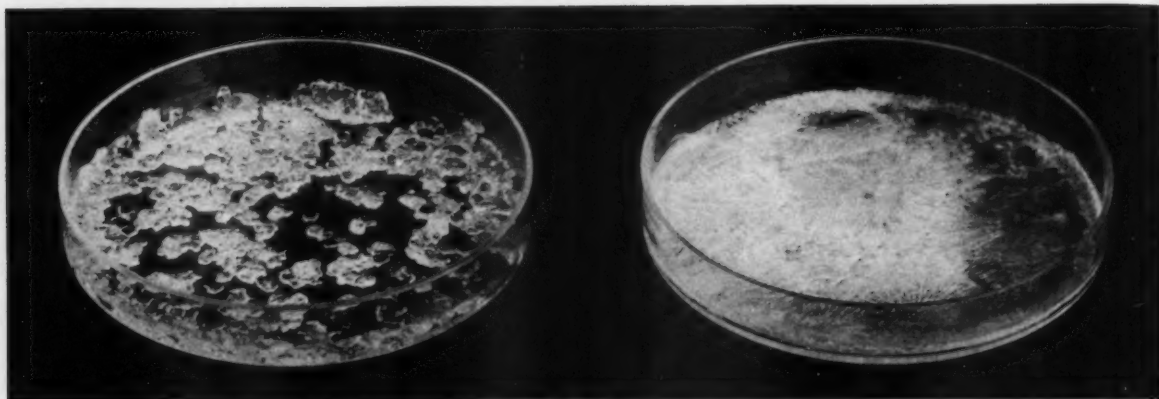
I haven't a thing in the world to sell you this morning. When I get through here, I'm through. I'll be on my way home. I don't care what you say or think, I haven't anything risked here at all. But I'm a business man and I recognize that while business is spotty, if it were less spotty all business would be better off, it is spotty in your

Therefore they are dragging. But on the whole we have prosperity in this country—great prosperity. There ought to be a more even distribution of that prosperity. I, as one business man, will benefit if all industries are prosperous instead of a few, and I am glad to talk with a group of business men like this merely along this line—just conferring—to see whether there is something that you aren't doing that you ought to do, if there is something I am not doing that I ought to do, to the end that I, individually, selfishly, may benefit better, but when I benefit that is going to help everybody else to benefit so my interest is a common interest with yours.

I have brought this message to you merely with the hope that I can just start a wheel turning some place in somebody's head—that somebody, some place, has gotten just one thought. It may not have been mine, it may have been the committee's, but something that I have brought you that will start you thinking along this line: Am I utilizing all the means that are available to me to make my business, my individual business, my industry, enjoy all the prosperity that it is entitled to enjoy?







A striking picture showing the powerful effect of as little as  $\frac{1}{2}$  of 1% of gelatine in inhibiting the crystallization of lactose (milk sugar).

## PHYSICAL AND NUTRITIONAL CHARACTERISTICS OF EDIBLE GELATINE

—and their relation to  
candy manufacture

BY PROF. B. I. MASUROVSKY

**I**T WAS not so long ago that gelatine was regarded as a worthless by-product of animal origin resulting in packing houses. Nowadays, however, gelatine is a distinct product and gives rise to its own by-products, such as glue and phosphate salts. Furthermore, gelatine has become recognized as one of our most important proteins, acceptable alike by dieticians and nutrition experts as a valuable protein food which is readily assimilated by the human digestive system.

What are some of the specific virtues of gelatine? Gelatine contains 13 essential amino-acids or building materials for the formation of tissue in the body. Gelatine is an artificial derivative of collagen. Collagen in its turn is found chiefly in white fibrous connective tissue, tendon, and to a lesser extent in cartilage, bone, and ligament.

According to Buerger and Gies (American Journal Physiol. 6, 219, 1901), the fresh tissue (tendo Achillis) of the ox has the following composition:

|                        | Per Cent |
|------------------------|----------|
| Water .....            | 62.87    |
| Solids .....           | 37.13    |
| Inorganic matter ..... | 0.47     |

|                                       |       |
|---------------------------------------|-------|
| Organic matter .....                  | 36.66 |
| Fatty substance (ether soluble) ..... | 1.04  |
| Coagulable protein .....              | 0.22  |
| Mucoid .....                          | 1.28  |
| Elastin .....                         | 1.63  |
| Collagen .....                        | 31.59 |
| Extractives, etc. ....                | 0.90  |

Yet despite its recent elevation to the status of a food material, gelatine's brief existence in contemporary history is extremely interesting. In looking through the historical archives, we find the following:

"It is certainly not by accident that the common people have often been kept alive by gelatine when other foodstuffs were lacking. This is best proved by the fact that people turned to gelatine as a substitute for meat during the siege of Paris in 1870-71 that at several meetings of the Academy of Science famous authorities declared themselves in favor of gelatine as a food material and the French Government seized all bone for food for the besieged."

The first one in Europe to be interested in gelatine was Dereys Papin, 1681, the celebrated inventor of the digester. He conceived the idea of extracting gelatine from bones by boiling under strong pressure. He proposed to King Charles II of England to prepare 150 lbs. of gelatine in 24 hours, with the con-

sumption of 11 lbs. of coal. He wanted thus to solve the problem of turning three oxen into four.

When after the French Revolution interest was taken in improving the food of the soldiers and poor people, and attention was again directed to gelatine, methods of producing gelatine were proposed by Proust, d'Arcet, Peletier, and Gadet de Vaux. At that time they judged the food value of a substance according to its content of nitrogen and its solubility, and gelatine was regarded as the only nutritious part of the meat and bone. It was thought that cheap gelatine would make a good substitute for meat and animal substances. The bones, according to this view, contained much more nutritious material than meat. Great worth was attached, therefore, to a glutinous bouillon of meat or bone. A little later, about 1802, by order of the Institute of France, Guyton-Morreaux and Deyeux, of the First Gelatine Commission, it was required to consider a report presented by Gadet de Vaux over the preparation of food from bone. The commission admitted that gelatine had nutritive qualities and that in certain cases it might even take the place of meat, but it did not regard it as established that the nutri-



tion of any food could be measured only by the amount of gelatine it contained. This again indicated the normal steps taken in the evolution of gelatine as an edible constituent.

In 1814 the Academy of Medicine in Paris had been asked by the Societe Philantropique whether and to what extent, gelatine was nutritious and whether its use as food was conducive to health. The Academy regarded it as fully established that gelatine was a strengthening food and that it was the most nourishing of all animal matter. Thereupon its use became widespread in the public institutions of Paris and throughout France.

What are the uses of gelatine? There are two major classifications of gelatine, namely, edible gelatine and technical gelatine. The use of gelatine for both purposes is exceedingly diversified:

| Edible Gelatine   | Technical Gelatine |
|-------------------|--------------------|
| Ice Cream         | Straw hats         |
| Marshmallow       | Panama hats        |
| Other confections | Silk finishing     |
| Jelly powders     | Photo emulsions    |
| Culinary uses     | Sub stratum        |
| Capsules and      | Artificial flowers |
| Pharmaceutical    | Piano actions      |
| Supplies          | Transparencies     |

And still the realm of the gelatine industry is constantly expanding and already involves intensive specialization to meet the particular requirements of each and every industry where gelatine is used.

Gelatine is derived from two major sources of raw material: namely, bones and hide trimmings. Bone-scrapings from the large packing houses are the most abundant source.

The manufacture of gelatine may be briefly subdivided as follows: (1) Acidulation by means of mineral acids such as hydrochloric or sulphuric, whereby the bone is converted into a mass of mineral salts and colloidal material known as "osseine." (2) The latter is washed with lime water thereby releasing and neutralizing the principal constituent known as "collagen." (3) The collagen is boiled and fractionally removed to cool into a jelly which is finally dried and pulverized.

Chemically, gelatine is a very interesting substance by virtue of its chemico-physical properties. Gelatine is soluble in warm water which upon cooling congeals into a gel. The power of gelatine can be altered by the addition of certain chemicals. For instance, the intro-

duction of some acetic acid into a gelatine solution before gelation will deprive it of its ability to set into a gel upon cooling, while the same gelatine solution without the addition of acetic acid will congeal and form a jelly.

Another important property attributed to gelatine is its function as a protective colloid—a property which is of great importance in the confectionery and ice cream industries.

This protective action can be most readily shown by the following experiment: Prepare a 5% solution of Lactose (milk sugar) and allow a small portion of it to evaporate at room temperature. Notice the sharp, spiny crystals formed. Now take the same solution and dissolve in it about .5% of gelatine and upon drying notice the difference in the crystal formation. (See illustrations.) This property of gelatine is utilized in the ice cream industry to prevent "sandiness" and in the candy industry to prevent "graining." Similarly, gelatine is being used more and more in dairy products for infant feeding because of its property to reduce the size of the milk curd formed in the stomach and thus making these dairy products more digestible.

There is still another property ascribed to gelatine, known as "viscosity." By the term "viscosity" various meanings are suggested, the average layman defining it, however, as the "stickiness" of the material. Others differentiate viscosity of liquids by classifying them as "thin fluids" or "thick fluids," depending upon their consistency. The trained physicist, however, defines viscosity as the resistance to shearing, or stirring, or to the flow of the liquid through a capillary tube. In other words, viscosity is measured by the magnitude of the forces exerted in overcoming the frictions accompanying distortion of the material under test. The viscosity of gelatine is measured by means of a viscosity pipette especially designed to permit standard gelatine solutions to flow freely at a given rate. The viscosity of the

gelatine is expressed in millipoises as calculated in accordance with the formula obtained by calibrating the particular pipette which is to be used for this work.

Viscosity determination of gelatines enables the worker to separate a "high viscosity" gelatine from one known as "low viscosity" while the jelly strength of the two gelatines may apparently be the same. In the manufacture of marshmallow some workers prefer a high viscosity gelatine, some a medium viscosity gelatine, and still others a low viscosity gelatine, depending largely upon the type or texture of marshmallow desired. There is room for further research in connection with this property of gelatine called "viscosity" and especially as applied to marshmallows.

According to Bingham and Green<sup>1</sup> and later in the works of G. St. J. Perrott & Reinhardt Thiesen<sup>2</sup> distinctions are made between the viscosity of true liquids and the rigidity of plastic solids.

Measurements of the flow through a capillary when different pressures are applied to the liquid show that the curve of pressure against a volume flowing through in unit time is different for true liquids and for plastic solids. In a true liquid the curve passes through the origin; for a plastic solid, however, the curve cuts the pressure axis at some distance on one side of the origin. This distance Bingham calls the yield value or force which must be applied to the plastic solids before any deformation takes place.

In the case of gelatine solutions, if of high concentration, there is a tendency to gel which brings up the test for plasticity rather than viscosity. Hardly any work has been done in this direction when we consider the use of gelatine in the candy industry. In other words, it opens up a new avenue in the field of testing gelatines.

Perhaps it is easier to comprehend the difference between plasticity and viscosity of colloid materials when we correlate these physical phenomena with the resiliency (or elasticity) and ductility of metals. For example, if two rods of similar dimensions but of different metals, one of iron and the other of lead,



<sup>1</sup>Reprint, American Society for Testing Materials, 22nd Annual Meeting June 24-27, 1919.

<sup>2</sup>Journal of Ind. and Eng. Chem. Vol. XII, No. 4 (1920) P. 324.

are bent, the former will require more force to bend the rod to a given position than will the lead rod. The difference between the forces exerted in each instance is due to the greater internal friction which must be overcome in the iron rod, due to the resiliency of iron as compared with lead. Similarly, when we speak of a "plastic material" we are to understand that during the test for viscosity a certain proportion of the shearing force must be used up in overcoming the internal friction of the material. In the

case of so-called "viscous materials," the amount of internal friction to be overcome is practically zero.

Marked progress has been made in the manufacture and utilization of gelatine in the past ten years owing to the introduction of advanced scientific methods. The use of gelatine in the candy industry for example, is much more extensive than it was ten years ago. The recent applications of gelatine to the eradication of the common evils, such as "graining," "leakage," "Stratifica-

tion," etc., are extremely gratifying. Also through the more general use of gelatines the candy manufacturer has been enabled to increase the nutritional value of his sweet meats while constantly widening their variety. The saying "Variety is the spice of life" applies with especial emphasis to the candy industry, consequently, it is fitting that we should welcome any wholesome ingredient which tends to increase that variety and thus aid the normal growth of the candy industry.

## "Better Candy Merchandising" Exhibit

at N. C. A. Convention, West Baden

(Description of exhibit illustrated on page 44-45)

(Continued from page 48.)

### BEFORE and AFTER

Exhibits 9, 10 and 11 present another before-and-after picture. The red arrow pointing to each show case tells the story briefly. The lettering on the arrow reads:

**BEFORE a Jobber's Salesman took this Retailer in hand and AFTER**

This arrow is mounted on display board (No. 10) which reads:

**BETTER  
CANDY SET-UPS  
in Retail Outlets  
will  
Automatically  
Increase  
Candy Consumption**

*Provide Retailers with Practical Information on Candy Retailing.*

The case at the left of the arrow (Exhibit No. 9) presented a picture painfully familiar to most of us. The top of the case was covered with a lot of miscellaneous boxes and cartoons. (A few manufacturers remarked that this case would have been even more familiar to many jobbers' salesmen if a few loaves of bread were piled on one end, with some hardware or soap covering up the rest of the case; possibly some hair brushes in the bottom.)

Package goods are shown in the bottom part of the case in typically haphazard fashion. Bulk and penny goods occupy the next two shelves—in their original boxes, of course—labels upside down, some with no labels. The boxes are partly filled, allowing the cardboard, divider boards, etc., to dominate most of the display. Bar goods occupy the

top shelf, the whole case presenting a typical example of sloppy and sleepy storekeeping.

Exhibit No. 11 shows the identical goods displayed in a much better fashion. (We would not care to say "best" because that remains to be determined.) However, the case shows some of the improvements which might readily be made by any retailer with the cooperation and supervision of a candy salesman who senses the fundamental principles of candy merchandising.

For example, the bottom part of the case (lined with yellow satin) shows the package goods neatly arranged and with an attractive setting in keeping with what the candy-buying public have a right to expect.

Bulk goods were displayed in nickel-plated trays—each kind of candy designated and priced by the pound and in smaller units, quarter pounds or trial bags. Three different types of candy trays were used in the exhibit for sample purposes. (These different types of display trays and card holders will be described and illustrated in an early issue.) Two types of price card holders were employed here: one with small round wood base which set in the tray; the other clipped over edge of tray.

On the next shelf bulk chocolates were displayed in square silver trays lined with lace paper doilies, which made an attractive setting. (These sample trays were sold to Mrs. Ora Snyder of Chicago.) A price card holder with wood base was used in connection with the bulk chocolates.

Bar goods occupied the top shelf and also filled the plate glass bar goods case which was set on top of the candy case at the right end. This

case is of the same general type as the one on the top of the cigar case. (Exhibit No. 4.) A few hard candy jars were arranged on top of the other end of the case and an attractive silver dish containing a few eating samples, placed in the center of this display.

Realizing that display is not the only problem in good candy retailing, this exhibit representing the efforts of a live service-wholesaler's salesman included a show case dryer fastened to the under part of bottom shelf to lower the humidity of the atmosphere inside the case. A small candy case cooler suitable for ice or "dry ice" was placed in the bottom of the case. These safeguards, which are inexpensive, are important factors in building up profits for retailers (and manufacturers who feel the hardship of coping with the "Returned Goods Evil" single-handed).

The display board No. 11 between these two cases read:

**BETTER  
CANDY SET-UPS  
in Retail Outlets  
will  
Automatically  
Increase  
Candy Consumption**

*Provide dealers with practical Information on Candy Retailing.*

Across this display board was a red arrow pointing to each of the cases. The arrow carried the legend:

**BEFORE a Jobber's Salesman Took This Retailer in Hand and AFTER.**

*Continued in July issue of The Confectionery Buyer. Sample copy on request.*

# ASK ME!

*Five minutes of fun and mental exercise.  
The answers to all questions will be  
found in the reading matter of current  
issues.*

## JUNE QUESTIONS

1. What are the four principal uses of licorice?
2. Is there any colloid available in commercial quantities in this country which has the power to emulsify oil and water, and to make a homogeneous mixture of fats like cocoa butter which will prevent its lowest melting fractions from separating out until the temperature of the collapse of the entire mass is reached (around 94° F.)?
3. What significance does the commercialization of this product hold for the confectionery industry?
4. Which was the only major item of confectionery manufacture to increase in both sales volume and sales value during 1928?
5. Did the candy industry on the whole sell more or less candy during 1928 than it did in 1927, and did it receive a higher or a lower average price for it, per pound?
6. Where is it planned to hold the 1933 N. C. A. Convention?
7. What four gases are now available for confectionery plant and raw material fumigation?
8. Is it possible to attain continuous cream production without sweating or remelt?
9. What relation exists between sales volume and advertising expenditure in the candy industry?
10. How has it been suggested that the big producers of primary raw materials co-operate in the advertising plans of the confectionery industry?

## Answers to May Questions



1. *What commercial process closely resembles human digestion?*

*Ans.* The hydrolysis of corn starch in the manufacture of corn syrup.

2. *What is the newest sugar to be announced by the United States Department of Commerce as a commercial possibility for the future?*

*Ans.* Di-fructose anhydride, by hydrolizing the inulin in Jerusalem artichokes.

3. *What other sugar is obtainable from the same source?*

*Ans.* Fructose, or levulose.

4. *How did gelatine come to be associated with the mediaeval problem of converting three oxen into four?*

*Ans.* In 1861, Derey Papin pro-

posed to King Charles II of England to solve the age old problem of converting three oxen into four by preparing 150 pounds of gelatine in 24 hours with the consumption of 11 pounds of coal.

5. *Who has been described as the most earnest advocate of better cacao, cocoa, and chocolate?*

*Ans.* Mr. H. Hamel Smith, editor of the British publication, "Tropical Life."

6. *What is "Osseine"?*

*Ans.* In the manufacture of gelatine, an intermediate product consisting of colloidal material and mineral salts produced by the acidulation of animal bones.

7. *What organization has adopted the plan of "consumer education first" as a means of combatting hurtful cigarette propaganda?*

*Ans.* The Refined Sugar Institute, Inc.

8. *Which of the two forms of dextrose crystal is the stable one about 122° F.?*

*Ans.* The anhydrous.

9. *What characteristic of dextrose makes it ideally suited to experimentation in fondants?*

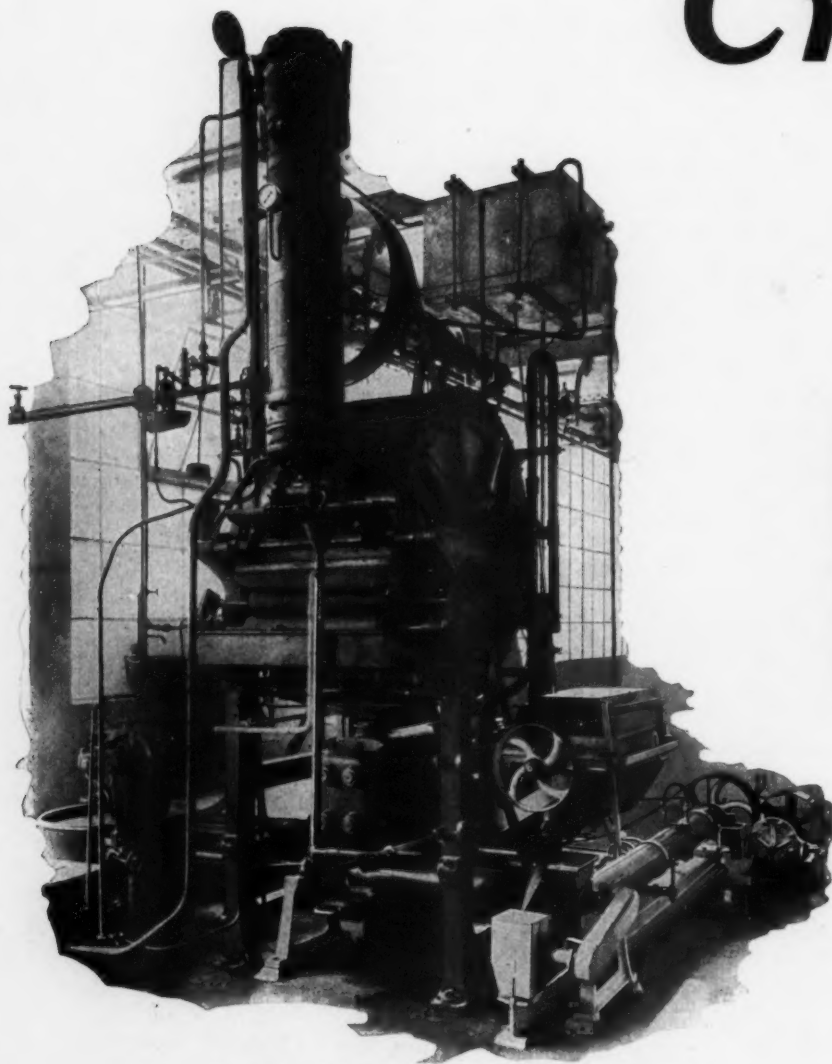
*Ans.* Its tendency to form microscopic crystals insures a smoothness of texture which it has so far been impossible to duplicate with other sugars.

10. *In marshmallow manufacture, is it possible for fermentation to result from crystallization?*

*Ans.* Yes. As sugar crystallizes out of the solution, a certain amount of moisture becomes available for dilution of the syrup film. If this film becomes sufficiently dilute and other conditions are favorable for the development of micro-organisms, fermentation will result.



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